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INCLUDING

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PRODUCTION • PROGRAMMING • TALENT

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (28)

CBS- 7:45-8pm EDT; RETURN; TV's Top Tunes; from WCBS-TV(NY), 56 stations live, 9 kine. Sponsor- Liggett & Myers Tobacco Co (Chesterfield Cigarettes) thru Cunningham & Walsh, Inc(NY); Acct Exec- Fred Walsh; Agcy Superv- Robert Rogers; Comm & Prog Anncr- Joel Aldred. Pkgr- Cunningham & Walsh, Inc; Prod & Dir & Writer- Lee Cooley; Music Dir- Ray Anthony; Sets- John Root; Costumes- Virginia Marsh; Choreog- Miss Lee Morrison; Casting- Robert Rogers(C&W). Musical series, starring Ray Anthony as m.c.-band leader, with vocalists Tommy Mercer and Marcie Miller and two singing groups, the Skyliners and the Anthony Choir. Top name guest vocalists will be featured each week. Program replaces the Perry Como Show for eight weeks, as it did last summer. (The 1953 show featured Anthony in support of Bob Eberle and Helen O'Connell.)

NBC- 9:30-10:30pm EDT; RETURN; Robert Montgomery Presents: The American Tobacco Summer Theatre and The Johnson's Wax Summer Program; from WNBT(NY), 49 stations live, 41 kine. Sponsors (alternate weeks)- 1) American Tobacco Co (Lucky Strike & Herbert Tareyton Cigarettes) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Thayer Cumings; Agcy Superv- Henry Caruthers; Comm Superv- Bernard Haber; Comm Anncrs- Andre Baruch, Sandy Becker. 2) S. C. Johnson & Son, Inc (Waxes) thru Needham, Louis & Brorby, Inc(Chi); Acct Exec- James Isham; Agcy Superv- Robert Salter(NY); Comm Anncrs- Wed Howard(film) & Bob Stanton(live). Pkgr- Neptune Productions(NY); Prod- Robert Montgomery & John Gibbs; Prod Superv- Joseph W. Bailey; Asst Prod Superv- Hank Colman; Alternate Dirs- Grey Lockwood, Bill King, Tom Reynolds, Perry Lafferty; Sets- Syrjala; Scripts- Joseph Bailey & Halle December (scripts set for summer); Casting- Individual directors. Twelve summer stock productions with regular players appearing each week in the major roles: John Newland, Elizabeth Montgomery, Jan Miner, Vaughn Taylor, Anne Seymour and Cliff Robertson. Robert Montgomery is host for the summer series, which replaces the regular Montgomery series for the third summer.

Tuesday (29)

ABC- 7:30-8pm EDT; DEBUT; Men of Tomorrow, ON FILM; from WABC-TV(NY), to the net. Sustaining. Pkgr-Prod- Boy Scouts of America. Series of films on Boy Scout activities prepared by various producers and directors under the supervision of the education dept, Boy Scouts. The Robert Mitchell Boys Choir of Hollywood does open and close music for each film. Series replaces Cavalcade of America in this time spot. Cavalcade is seen in spot showings during summer.

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Wednesday(30)

NBC- 7:30-7:45pm EDT, Wed & Fri first week, then Tues thru Fri regularly; DEBUT as regular series; The World of Mr. Sweeney; from WNBT(NY), to the net. Sustaining, available for co-op sponsorships. Pkgr- NBC-TV; Exec Prod- Sam Schiff; Dir- Alan Neuman; Writer- Arthur Stander. Situation comedy series, starring Charlie Ruggles, with seven-year-old Glenn Walken and Helen Wagner. The comedy series has been seen as a once-a-week feature on the Kate Smith Show since October, 1953. The new evening series replaces The Dinah Shore Show (Tue & Thurs) and Coke Time with Eddie Fisher (Wed & Fri) for the summer.

Thursday(July 1)

CBS- 6:30-7:30pm EDT; Installation of the new Grand Potentate of the Shriners; from WCBS-TV(NY) via remote from Atlantic City, to the net. Sustaining. Pkgr- CBS-TV Public Affairs Dept (conceived by Leon Leonidoff); Exec Prod- Hugh Beach; Prod & Dir- George Gould. Charles Collingwood(CBS) narrates the special telecast which includes a dramatization of the founding of DeMolay, starring Thomas Mitchell; followed by the actual installation of Frank S. Land of Kansas City as the new Grand Potentate. A 60-piece symphony orchestra will also be featured.

CBS- 9-9:30pm EDT; DEBUT; What Do You Have In Common?; from KNXT(H'wood), to the net. Sustaining. Pkgr- CBS-TV with John Guedel Productions (created by James Fonda, CBS-TV net director of programs, Hollywood); Prod- Bill Brennan; Dir- John Claar. Ralph Story m.c.'s a "panel-of-the-people" quiz show, in which three people who have something in common are introduced on stage, with the audience in the know, and Story conducts a quiz of the three against time, with the first of the three to deduce what it is that all have in common winning the preliminary prize which starts at $500. Clues are available to each of the contestants, with $50 deducted from the $500 for each clue given to a contestant. The winner also gets a chance to win an additional $1000 by discovering the similarity in the lives of three pictured personalities. Program replaces Lux Video Theatre in this time spot.

NBC- 10-10:30pm EDT; DEBUT; The Marriage, from WNBT(NY), to the net. Sustaining. Pkgr- Ted Ashley Associates(NY); Prod- Hume Cronyn; Dir- Jack Garfein; Assoc Prod- Edward King(NBC); Sets- William Riva; Writer- Ernest Kinoy (did radio). Hume Cronyn and his wife, Jessica Tandy, co-star in the TV version of their NBC radio dramatic series; with Malcolm Brodrick (cq) and Susan Stasberg (cq), as their two children, 10 and 15-years-old, respectively. The domestic situation comedy series will be telecast in color on a continuing basis. The program replaces Martin Kane in this time spot.

Friday(July 2)

CBS- 10-10:30pm EDT; RETURN; Viceroy Star Theatre, ON FILM; from WCBS-TV(NY), 50 stations net, 30 delayed. Sponsor- Brown & Williamson Tobacco Corp. (Viceroy Cigarettes) thru Ted Bates & Co(NY); Acct Exec- Howard Black; Product Superv- Thomas MacAndrews, Jr; Comm Anncr- Ron Rawson(film). Pkgr- MCA-TV, Ltd. Re-runs of television films originally seen on network programs as part of the Revlon Mirror Theatre and Pepsi Cola Playhouse series. Program replaces My Friend Irma in this time spot for the sponsor (for Kool Cigarettes).

NBC- 8-8:30pm EDT; DEBUT; The Duke; from KNBH(H'wood), to the net. Sustaining. Pkgr- NBC-TV(H'wood); Prod- William Harmon; NBC Prog Superv- Pete Barnum; Dir- Sid Smith; Music Dir- Lou Bring; Staged by- Charles Isaacs; Writers- Charles Isaacs & Jack Elinson. Paul Gilbert stars in the title role as a retired fighter who likes the arts; with Allen Jenkins, (continued on next page)

Friday(July 2)

NBC- The Duke (Cont'd from previous page): Claude Stroud, Sheldon Leonard and Phyllis Coates. Program replaces the Dave Garroway Show in this time spot.

NBC- 10-10:30pm EDT; RETURN; Cavalcade of Sports, ON FILM: Highlights of the Week in the World of Sports; from WNBT(NY), no. of stations indefinite. Sponsor- Gillette Safety Razor Co., Div of The Gillette Co., thru Maxon, Inc. (Detroit); Acct Exec- Mr. Searle Hendee. Pkgr & Prod- Tel Ra Productions(Phila) Half-hour film review of important sports events of the week around the world, covering all summer sports. Program is half-hour summer replacement for the regular three-quarter-hour weekly boxing telecasts which will resume on a regular basis for the same sponsor Sept 3.

Saturday(July 3)

CBS- 8-9pm EDT; DEBUT; Stage Show; from WCBS-TV(NY), 47 stations live, 16 kine. Sponsors- Schick, Inc. (Electric Razors) thru Kudner Agency, Inc(NY); W. A. Sheaffer Pen Co thru Russel M. Seeds Co(Chi); The Nestle Co., Inc thru Bryan Houston, Inc(NY). Pkgr- Jackie Gleason Enterprises(NY); Prod- Jack Philbin; Asst Prod- Stanley Poss; Dir- Frank Satenstein; Casting- Jerry Katz (MCA) with Philbin; Music Dir- Tommy & Jimmy Dorsey (alternate). Musical-comedy-variety show with Tommy and Jimmy Dorsey alternating as m.c.'s and fronting the Dorsey orchestra; with top guest comedians, recording stars (one each week) and stage and screen variety acts in support. The Dorsey brothers will be the only regulars on the show which replaces the Jackie Gleason Show for the same sponsors for the summer. Gleason returns Sept 25.

Sunday(July 4)

NBC- 5:30-6pm EDT; HIGHLIGHT; Day of Decision; from WPTZ(Phila), to the net. Sustaining. Pkgr- NBC-TV; Prod & Dir- Cal Jones; Writer- Harry K. Smith. Special program originates in Independence Hall, Philadelphia, with TV cameras viewing various rooms, accompanied by off-screen narration re-creating the events of the original Independence Day. This is the third year this type of program has been presented.

NBC- 7-7:30pm EDT; DEBUT; College of Musical Knowledge; from KNBH(H'wood), no. of stations indefinite. Sponsor- The Toni Company thru Leo Burnett, Inc. (Chi); Acct Exec- Len Matthews; Agcy Superv- Wendell Williams(H'wood); Prog Anncr- Jack Narz. Pkgr- NBC-TV; Prod- Paul Phillips; Dir- Jim Hobson; Music Dir- Frank De Vol; Writers- Paul Phillips, Milt Hoffman. Kay Kayser's famous music quiz returns in a TV-variety format, with Tennessee Ernie as m.c., The Cheerleaders, vocal quintet, and a weekly guest vocalist. The program replaces Cheer TV Theatre in this time spot for 11 weeks, with People Are Funny scheduled to take the spot for The Toni Co on Sept 19.

NBC- 10-10:30pm EDT; RETURN & NET DEBUT; Dollar A Second; from WNBT(NY), no. of stations indefinite. Sponsor- The Toni Company thru Weiss & Geller(Chi); Acct Superv- Don Nathanson; Agcy Superv- Bruce Dodge(NY). Pkgr- Trinity Telefilms(France), represented in the U.S. by William Morris Agency; Prod- Jess Kimmel; Dir- David A. Brown. Jan Murray is m.c. of the comedy-quiz in which contestants answer questions in a race against time, keyed to events taking place outside the studio and not under studio control. The program made its debut on the DuMont network, Sept 20, 1953, with the last DuMont show, June 14.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Open Hearing (Thu, 9-9:30pm EDT) Last show July 1; hiatus, return indefinite.

OTHER NET CHANGES(Cont'd)

ABC- Pepsi-Cola Playhouse (Sun, 7:30-8pm EDT) New day and time for film series, effective July 4. Series was formerly seen Fri, 8:30-9pm.

CBS- Sunday News Special (Sun, 11-11:15pm EDT) Douglas Edwards is newscaster for June 27 program; permanent newscaster to be announced later.

Masquerade Party (Mon, 9:30-10pm EDT) Jack Paar replaced Phil Silvers on panel.

Suspense (Tue, 9:30-10pm EDT) David Heilweil becomes producer, effective June 29, replacing Martin Manulis.

Danger (Tue, 10-10:30pm EDT) Stanley Niss becomes producer, effective June 29, replacing Andrew McCullough; Byron Paul is director, replacing McCullough and Jerome Shaw who alternated. New associate producer is Stan Lee; drop Joe Scully as program co-ordinator.

Two for the Money (Sat, 9-9:30pm EDT) Walter O'Keefe becomes host, effective July 3, replacing Herb Shriner, who vacations until Aug 28.

What in the World? (Sun, 6:30-7pm EDT) New day and time, effective July 4. It was formerly seen Sat, 1:30-2pm. It replaces You Are There in the Sunday spot for summer, with the latter program returning August 29.

DuM- Better Living Television Theatre (Sun, 10:30-11pm EDT) New day and time, effective June 27. Film series was formerly seen Wed, 10:30-11pm.

NBC- The Road to Spandau, ON FILM; HIGHLIGHT June 27, Sun, 5:30-6pm EDT; from WNBT (NY), to the net. Sustaining. Pkgr- NBC-TV News & Special Events; Prod- Ralph Peterson; Writer- Reuven Frank; Photographer- Gary Stindt, NBC chief cameraman-correspondent in Germany. Joseph C. Harsch does the narration for films of the seven Nazi leaders imprisoned in Berlin's Spandau Prison, with integrated clips of the backgrounds of the seven at the height of their power.

Home (Mon thru Fri, 11am-12noon EDT) Esther Van Wagoner Tufty named Washington editor, with on camera appearances on Mondays, beginning July 5.

NEW NETWORK SPONSORSHIPS

THE TONI COMPANY thru Leo Burnett, Inc(Chi) will sponsor People Are Funny, with Art Linkletter, on Sundays, 7-7:30pm, effective Sept 19, over NBC-TV.

THE MINUTE MAID CORP (Lemonade) thru Ted Bates & Co has increased its scheduled sponsorship from an alternate week to an every week basis for 13 weeks, of the second half-hour of Super Circus, Sun, 5:30-6pm, over ABC-TV, effective June 27.

AMERICAN DAIRY ASSOCIATION thru Campbell-Mithun, Inc(Chi); AMERICAN MOTORS CORP(Hudson & Nash automobiles, Kelvinator refrigerators and other products) thru Geyer Advertising, Inc(NY); DERBY FOODS, INC (Peter Pan peanut butter, Derby products) thru McCann-Erickson, Inc(Chi), will alternate half-hour sponsorships of Disneyland, the one-hour Walt Disney film program, beginning Wed, Oct 27, 7:30-8:30pm over ABC-TV. American Motors will sponsor a half-hour each Wednesday, with the other two sponsors alternating each week, but each week the sponsors switch from the first to the second half-hour to give revolving exposure to all.

MARS, INC (Candy products) thru Leo Burnett, Inc(Chi) will resume its sponsorship of the second-half hour of Super Circus, Sundays, 5:30-6pm, over ABC-TV, effective Sept 26. (See The Minute Maid Corp listing above).

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) New York - L'Apache; DEBUT June 28; Mon thru Fri, 7-7:10pm EDT. Sustaining. Prod- Jack Miller; Dir- Tom De Vito. L'Apache, French singer and guitarist, makes his TV debut. He is a continental artist who has also sung in Mexico. Sings in six languages. Program replaces Bill Tabbert.

WCBS-TV(Ch 2) New York - Time for Color, ON FILM - COLOR; DEBUT June 28; Mon, 5-5:30pm EDT. Sustaining. Pkgr- CBS-TV; Superv- Richard Lewine(CBS exec producer for color). Various half-hour films (first two are Gene Autry westerns) presented thru Aug 28.

KNBH(Ch 4) Hollywood, LA - Teen-Age Trials; STATION CHANGE June 22; Tue, 7-7:30pm PDT. Sustaining. Pkgr-Prod- Stanley Brady Productions; Dir- Marc Boslow(KNBH). Paul Pierce moderates a panel discussion on teen age problems. The panel includes four teen-agers from a local high school, a judge of the Superior Court and occasionally a parent. Problems are brought before the panel each week by a parent and child.

LOCAL FILM SERIES -- DEBUTS & RE-RUNS
(New York, Chicago & Los Angeles)

STA & CHAN	SERIES TITLE & DISTRIB	SPONSOR & AGENCY	START DATE	DAY	TIME
New York					
WABC-TV(7)	#"Hopalong Cassidy" (NBC Film Division)	-Participations	6/21	Mon thru Fri	4-5pm
Los Angeles					
KTTV(11)	*"Superman" (controlled series)	-Kellogg Co thru Leo Burnett Co(Chi)	6/21	Mon	8:30-9pm until July 17; then Sat, 7-7:30pm

*First run in market #Re-runs

CASTING: The Seeking Heart (CBS, Mon thru Fri, 1:15-1:30pm, debut July 5; starring Scott Forbes, with Flora Campbell, Dorothy Lovett, Bartlett Robinson, Audrey Christie) Casting: Mel Goodman at Compton Advertising, 261 Madison Ave, OX 7-2400; lead character is a doctor; casting supporting players with some characters and story line still pending.....The Perfect Crime (CBS, Thu, 10-10:30 pm, debut July 8 for Philip Morris thru Biow) Prod-Dir-Casting: Charles Martin, 860 Fifth Ave, LE 5-0821; featured and supporting players, about 10 a week, cast thru all agents; actors may send photos and credits, but must not call or go. Only running part is that of "Captain Richard Hale".

FILM DIGEST: The first of the Disneyland production units has been formed in Hollywood, with Bill Walsh as producer; Norman Foster, director; and Tom Blackburn and Irving Schulman, writers, to develop full-hour programs on "Giants in American Folklore -- legendary men" for the "Frontierland" realm, one of the four realms to be dramatized in the ABC-TV series..... Pelican Films, Inc., has been formed by Thomas J. Dunford, Jack Zander and Elliott Baker, at 41 West 47th St., with offices and complete animation studios for both animation and live action films.....Shooting will begin July 13 in H'wood on new 29-film series of Adventures of Kit Carson, starring Bill Williams for fall presentation by Coca-Cola bottlers.....Ziv TV Programs will begin filming an additional 52 weeks for I Lead Three Lives, with contracts already signed for a full 52 weeks in 65 markets to begin when current contracts expire in September.

NEWS AND COMMENT: Richard Pack appointed national program manager for Westinghouse Broadcasting Co., Inc., effective July 27, with headquarters in New York.....Ted Ashley Associates moved (June 29) to 579 Fifth Ave., New York 17. MUrray Hill 8-8330.....Frank Young named press manager for Screen Gems, Inc., reporting Elihu E. Harris, director of advertising and promotion.

TALENT SHOWSHEET JUNE 28-JULY 4, 1954
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Most of the shows on June 25, 26, 27 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, July 2. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.
Since credits for the following programs were listed fully at the time of their original showing, they will not be listed below in their current re-runs or summer replacement re-runs: My Little Margie, Gene Autry, Roy Rogers, Top Plays of 1954, Mr. and Mrs. North, Four Star Playhouse, I Married Joan, Campbell Soundstage, Big Town, Mark Saber, General Electric Theatre.

FRIDAY JUNE 25
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DAVE GARROWAY	NBC 8pm	Ethel Waters (S) & regulars (LAST SHOW OF SEASON)
CHANCE OF A LIFETIME	DuM 10pm	Ernesto Bonino (S) & others to be announced

SATURDAY JUNE 26
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AN EYE ON NEW YORK	WCBS 3:30	Bob Pfeiffer replaces Ed Morgan as permanent moderator
SATURDAY NIGHT REVUE (E. Albert&Ben Blue)	NBC 9pm	Peggy Ryan & Ray MacDonald (D), Betty Bruce (D), Pat Carroll (C&S), Hoctor & Byrd (D), Lou Wills, Jr. (D) (FROM HOLLYWOOD)

SUNDAY JUNE 27
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LAMP UNTO MY FEET (Bill Leonard)	CBS 10am	The Hand That Feeds - (O) by Clair Roskam; with Bart Burns, Florida Friebus, Louisa Horton, P. Z. Whitehead; (SD)
HALLMARK HALL OF FAME (Sarah Churchill)	NBC 5pm	Wife Unto Caesar - (O) by Eileen & Robert Mason Pollock; with Churchill, Hans Conreid, William Pullen, Rhodes Reason, Norma Varden, Paul Cavanaugh, Glen Denning, Leslie Dennison; (SD,H'D)
YOU ARE THERE (Walter Cronkite)	CBS 6:30	The Vote that Made Jefferson President - (O) by Alex Furth; with Wesley Addy, Rusty Lane, Charles Dingle, Hurd Hatfield, Frieda Altman, Cameron Prud'homme, Frank Overton; (SD)(LAST OF SEASON)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	On film, made in Paris: Genevieve de Galard-Terraube ("Angel" of Dien Bien Phu), Patachou (S), Richard Hearne (C); Live: Bert Lahr (C), Ben Hogan (golf), Pat Henning (C), the Szonys (D), Joni James (S)
ON THE BOARDWALK (Paul Whiteman)	ABC 8pm	Kinglsey Cookson (D), Dorothy Jean McCarty (baton twirler), Janice Newman (D)
COLGATE SUMMER COMEDY	NBC 8pm	Bobby Van (D), Mary McCarty (S), Gene Sheldon (S), Paul Lynde(C), Nat "King" Cole (S); Prod & Dir by Jack Donohue; (O) by Dave Gregory & Paul Lynde; Choreog by Harry King (FROM HOLLYWOOD)
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	For Love or Money - (O) by Harry Hudson; with regulars & Phil Arthur, Ellen Demming, Maurice Shrog, Angela Taton, Carl Conway
THE WEB	CBS 10pm	The Missing Person - (O) by Art Wallace; with James Daly, William Roerick, Christiane Felsmann, Victor Sordin, Andre Charise, Eric Daniel; add: John Gibson, Henry Lascoe; (SD) by Lela Swift
THE CASSINI SHOW	WNBT 11:20	Perle Mesta, Justice William O. Douglas, Andre Kostelanetz (M), Jane Harvey (S), Marcel Le Blann (S)

MONDAY JUNE 28
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Duffy's Tavern (Ed Gardner)	WNBT 7pm	Wedding in the Tavern - with regulars & Dorothy Adams, Janet Stewart, Greg Martell; (SW & SD)
VOICE OF FIRESTONE	ABC 8:30	Rise Stevens (S)
TALENT SCOUTS	CBS 8:30	Debra Dale (S), Herman Gantt (S), Jo Botek (M)
ROBERT MONTGOMERY	NBC 9:30	In His Hands - (O) by Edwin Balmer, (A) by Agnes Eckhardt; with summer stock company of following regulars: John Newland, Elizabeth Montgomery, Jan Miner, Vaughn Taylor, Anne Seymour, Cliff Robertson; Dir by Grey Lockwood (PREMIERE OF SUMMER SERIES)

MONDAY JUNE 28 (Cont'd)

MASQUERADE PARTY	CBS 9:30	Jack Paar replaces Phil Silvers as permanent panelist
STUDIO ONE SUMMER THEATRE	CBS 10pm	Screwball - (O) by Mel Goldberg; with Jack Warden, Sally Gracie, Leora Thatcher, Frankie Frisch (baseball), Jeff Harris, Pat O'Malley, Larry Barton, Mark Allen, Joseph Hasel; (SD) (SCRIPT DONE TWICE PREVIOUSLY)
Adolphe Menjou's Favorite Story	WNBT 10:30	The Magic Egg - (O) by Frank Stockton, (A)-(SW); with Walter Kingsford, Leslie Banning, Dick Kaiser, Olaf Hytton, Ross Gould;

TUESDAY JUNE 29

Janet Dean, R.N. (Ella Raines)	WNBT 7pm	Walsh Case - (O) by Sarett Rudley; with Paul Langron, Georgiann Johnson, Susan Hallaran, Eulebelle Moore, Gerald O'Loughlin, E. A. Krumschmidt, Leona Powers, Charles Dingle; (SD)
LOVE STORY	DuM 8:30	The Good Morrow - (O) by H. D. Rhett; with Frances Starr, Leslie Nielsen, Pat Breslin, Richard Bishop; (SD)
ARTHUR MURRAY PARTY	NBC 8:30	Patti Page (S), Billy De Wolfe (C), Skating Quinlans
Fireside Theater (Gene Raymond)	NBC 9pm	Acts of God Notwithstanding - (O) by Leonard Lee, (A) by Sam Rolfe; with Bill Henry, Kim Spalding, Drake Hardy, Nolan Leary, William Fawcett; (SD)
CENTER STAGE	ABC 9:30	The Human Touch - (O) by Lee Bloomgarden-Arkady Leokum; with Walter Matthau, Polly Rowles, Pat Smith, Billy Redfield, Maxine Stuart, Cliff Sales, Raymond Bramley, Donald McKee, Sarah Burton, Janet Fox, John Griggs; (SD) by Don Richardson
SUSPENSE	CBS 9:30	The Hunted - (O) by Ben Radin; with Ward Bond, John Kerr, Steve Parker, Jane DuFrayne; (SD);Prod by David Heilweil, replacing Martin Manulis in that capacity, effective this date
DANGER	CBS 10pm	An Affair of Delicacy - (O) by Palmer Thompson; with Philip Bourneuf, Joan Wetmore, Jacques Aubuchon; Prod by Stanley Niss (SD) by Byron Paul (latter two replace Andrew McCullough & McCullough & Jerome Shaw, respectively, in those capacities)

WEDNESDAY JUNE 30

Wild Bill Hickok (Guy Madison)	WNBT 6pm	Six Gun Election - with regulars & Gloria Saunders, Lyle Talbot, Fred Hoose, Zon Murray, Robert Bice; (SW & SD)
KRAFT TELEVISION THEATRE	NBC 9pm	The Man Most Likely - (O) by Raphael Hayes; with Rod Steiger, Wright King, Eli Mintz, Mikhail Rasumny, Anna Appel, Zina Provende; (SD)
STARS ON PARADE	DuM 10:30	Toni Arden (S), Tina & Coco (D), Richard Hayman (M) (LAST SHOW)

THURSDAY JULY 1

Ray Bolger	ABC 8:30	regulars & Robert Burton, Walter Flannery; (SW & SD)
JUSTICE	NBC 8:30	Guilty - (O) by Mann Rubin; with Ernest Truex, Ray Walston, Royal Dano, Bert Freed, Joan Potter, George Mitchell, Gerald Price; (SD)
KRAFT TELEVISION THEATRE	ABC 9:30	Mr. Simmons - (O) by Arthur Cavanaugh; with Mildred Natwick, Arthur O'Connell, Richard Newton, Doro Merande, Philippa Bevans, William A. Lee, Dennis Cross; (SD)
Big Town (Pat McVey)	CBS 9:30	regulars & Joyce Holden, Karen Sharpe, Murvyn Vye, Richard Benedict, Kathleen Case; (SW & SD)
Public Defender (Reed Hadley)	CBS 10pm	Third Floor Rear - with Marshall Thompson, Frances Rafferty, Lester Mathews, Louise Lorimer; (SD)

FRIDAY JULY 2

MAMA (Peggy Wood)	CBS 8pm	Nels at Summer Camp - (O) by Turner Bullock; with regulars & Kevin Coughlin, Patricia Barry, David Orrick, Corydon Erickson, Brian Dunne, Richard Olsen; (SD, LAST SHOW OF SEASON)

FRIDAY JULY 2 (Cont'd)

Topper (Anne Jeffreys & Robert Sterling)	CBS 8:30	regulars & Kathleen Freeman, Mira McKinney, Thurston Hall, Frances Rafferty, James Seay, Lillian Bronson, Renny McEvoy, Roland Varno; (SW & SD)
THE STRANGER (Robert Carroll)	DuM 9pm	Operation Arabia - (O) by Nelson Gidding; with Jacques Aubuchon, Nehemiah Persoff, Reba Tassell, Henrietta Moore, Tom McDermott
Schlitz Playhouse	CBS 9pm	How the Brigadier Won His Medal - (O) by Sir Arthur Conan Doyle, (S) by Dewitt Bodeen; with Claude Dauphin, Eugenia Paul, Pat O'Moore, Booth Colman, Kay Ruter, Sarah Taft, Charles Hayward, Guy de Vestale, Harry Gording, Didiramati, Richard Avonds, Ted Hecht, Hal Girard; (SD) by Jus Addiss
Paul Hartman	ABC 9pm	regulars & Connie Marshall, John Yates; (SW & SD)
THE BIG STORY (Norman Rose)	NBC 9pm	Don Morrisey, Elkhorn, Wis. Independent - (O) by Norman Lessing; with James Goodwin, Joe Bernard, Jack Klugman, Bill Drey, Truman Smith, Humphrey Davis, Roy Fant; (SD)
COL. HUMPHREY FLACK (Alan Mowbray)	DuM 10:30pm	The Bradley Diamonds - (O) by Ed Jurist & S. L. David; with regulars & Pat Hosley, Peggy Allenby, House Jameson, Stefan Schnabel, Phil Carter; (SD, LAST SHOW OF SERIES)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY JUNE 25 THRU FRIDAY JULY 2

THE MORNING SHOW	CBS 7am	M thru F - Jack Barry replaces Walter Cronkite for 2 weeks as host, starting 6/21
BREAKFAST CLUB	ABC 9am	M thru F - Walter O'Keefe substitutes for vacationing Don McNeill for one week
STRIKE IT RICH (Warren Hull)	CBS 11:30	F - kill: Marguerite Piazza (S); add: George De Witt (C); W(am)-Richard Kiley; W (pm) - Denise Darcel (S); F - The Landers
GARRY MOORE	CBS 1:30	Tu - Jackie Bright (C), Denny Desmond (C); W - Milbourne Christopher (magic); Thu - Roger Price (droodles)
MAGIC COTTAGE	WABD 6:30	M thru F - Phil Truex, Mitchell Agruss; (SW & SD)
THE WORLD OF MR. SWEENEY(Charlie Ruggles)	NBC 7:30	W & F - regulars: Charlie Ruggles, Helen Wagner, Glenn Walken; & Carol Veasey, Harry Gresham; (SW & SD, PREMIERE OF SUMMER SERIES)
NEWS OF THE NIGHT	WCBS 11:15	M thru F - Robert Trout replaces the late Don Hollenbeck as regular newscaster
STEVE ALLEN	WNBT 11:20	Thu - Denise Darcel (S); F - Jack Ladelle (M)

SATURDAY JULY 3

Range Rider (Jack Mahoney)	WNBT 6:30	Western Edition - (O) by Orville Hampton; with regulars & Sam Flint, Tom Monroe, George Meader, Elizabeth Harrower; (SD)

SUNDAY JULY 4

Pepsi Cola Playhouse (Anita Colby)	ABC 7:30	Dear Little Fool - (O) by Agnes Sligh Turnbull, (A) by Rod Amateau; with Leslye Banning, Patrick O'Neal, Frank Puglia; Dir by Richard Irving
GOODYEAR TELEVISION THEATRE	NBC 9pm	Suitable for Framing - (O) by Harry Muheim; with Larry Blyden, Dorothy Hart, Mercer McLeod, G. Albert Smith, Harry Clark, Mickey Freeman, Mardette Edwards; (SD) by Delbert Mann
THE MAN BEHIND THE BADGE(Fred Uttal)	CBS 9:30	Los Angeles - (O) by Meade Roberts; with Bruce Gordon, John Connell, Edwin Bruce, Frank Dana, Florence Sundstrom, Ed Peck, Harry Davis, Jerry Eskow, Robert Levin; (SD)
THE WEB	CBS 10pm	My Sister's Keeper - (O) by Marjorie Duhan Adler; with Joan Diener, Phyllis Hill, Doublas Odney, Grace Valentine; (SD) by Lela Swift

N E W Y O R K T A L E N T A V A I L A B I L I T I E S

LAURITZ MELCHIOR - star of Arabian Nights at Jones Beach - PRESS: Saul Richman, MU 8-1770

TOM EWELL - stalwart star of 7 Year Itch - PRESS: Byram-Perlman, CI 5-9125

BARRY SULLIVAN - currently on Broadway in Caine Mutiny Court Martial - PRESS: Karl Bernstein CI 6-0427

ARNOLD STANG - Berle's nemesis - MU 8-6600

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

JANUARY 3-9, 1955

VOLUME 7 NUMBER 1

EDITOR: Jerry Leichter
ASSOC ED: Alvin Sullum
BUS MGR: Marjorie Oxley

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PUBLISHED BY TELEVISION INDEX, INC.

WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(3)

NBC- 10:30-10:45am EST; DEBUT; Way of the World; from WRCA-TV(NY), 40 stations live, 9 delayed. Sustaining, Tue & Thu. Sponsor- (Mon, Wed, Fri) The Borden Co (All Products) thru Young & Rubicam, Inc(NY); Acct Exec- Peter Forsch; Agcy Superv- George Dippy; Comm Superv- Sanders Maxwell; Comm Anncr- Gloria Louis. Pkgr- Young & Rubicam, Inc(NY); Prod & Script Ed- Therese Lewis(Y&R); Asst to Prod- Wallace Chateauvert; Dir- Frederic Carr(NBC); Writers- Various; Casting- Kay McMahon (Y&R). Gloria Louis, as Linda Porter, is permanent hostess for a new daytime drama series, with dramatized stories presented in from 6 to 15 episodes each, according to the length required to tell each story. Each story will have a different cast. The program replaces A Time to Live in this time spot; last show Dec 31.

NBC- 10:45-11am EST; DEBUT; Hollywood Today; from KRCA-TV(LA), to the net. Sustaining. Pkgr- NBC-TV(LA); Prod- Bill Lewis; Dir- Dick McDonough; Tech Dir- Ed Bernheim; Art Dir- Charles Myall; Writer- Jack Mullen. Hollywood columnist Sheilah Graham presents news, interviews with movie stars and film clips from new feature movies. Movie star guests will appear five days in succession, with each day devoted to a separate part of the actor's private life and career. The program replaces Three Steps to Heaven in this time spot; last show Dec 31.

NBC- 12noon-12:30pm EST; DEBUT; Tennessee Ernie Ford Show: from KRCA-TV(LA), to the net. Sustaining. Pkgr- NBC-TV(LA); Exec Prod- Cliffie Stone; Prod- Milt Hoffman; Dir- Joe Landis; Tech Dir- Joe Kay; Music Dir- Jack Fascinato (& orch); Writer- Sol Stein. Informal musical variety show, with songs, comedy and interviews, starring Tennessee Ernie Ford; with vocalist Molly Bee and singer-instrumentalist Billy Strange. The program replaces the Betty White Show in this time spot; last show Dec 31.

Tuesday(4)

NBC- 8-9pm EST; SPECIAL; Tums Presents A 1955 Variety Show; from WRCA-TV(NY), no. of stations indefinite. Sponsor- Lewis Howe Co (Tums) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- Dick Porter; Agcy & Comm Superv- Joseph T. Shaw; Agcy Prog Superv- Eugene Burr; Comm Anncr- Mike Fitzmaurice (live & film). Pkgr- NBC-TV(NY); Prod- Hudson Faussett; Dir- Grey Lockwood; Music Dir- Al Goodman; Writer- Bill Gammie; Choreog- Ray Malone. (Continued on next page)

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VOLUME 6 NUMBER 27

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ASSOC ED: Alvin Sullum

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(5)

CBS- 1:15-1:30pm EDT, Mon thru Fri; DEBUT; The Seeking Heart; from WCBS-TV(NY), no. of stations not available at press time. Sponsor- The Procter & Gamble Co (Ivory Flakes, Crisco, Drene) thru Compton Advertising, Inc(NY); Acct Execs- Joe Cross(Ivory), Robert Prentice(Crisco), Seaward Woodard(Drene); Agcy Superv- Minerva Ellis; Comm Anncr- Don Briggs (film). Pkgr- Compton Advertising, Inc; Prod- Minerva Ellis; Dir- James Yarbrough; Asst Dir- William Howell; Casting Dir- Mel Goodman (at Compton); Music Dir- William Meeder (organ); Writer- Welbourn Kelley. New dramatic series, starring Scott Forbes as Dr. John Warren Adam, a specialist frequently consulted in medical criminology; with Dorothy Lovett as his wife, Grace, and Flora Campbell as Dr. Robinson McKay, the doctor's female assistant. Program replaces Portia Faces Life in this time spot, with the latter moving up to 1-1:15pm.

CBS- 1:30-2pm EDT, Mon thru Fri; CHANGE & NET DEBUT; Welcome Travelers; from WBBM-TV(Chi), no. of stations not available at press time. Sponsor- The Procter & Gamble Co (Oxydol, Dreft) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Execs- C. H. Wolfe, A. Taylor(Oxydol); Fred M. Mitchell, Scott Matthews (Dreft); Agcy Superv- James Colligan(Chi). Pkgr- The Procter & Gamble Co; Exec Prod- James Colligan; Prod & Dir- Charles Powers (D-F-S). Human interest interview show, with Tommy Bartlett as m.c., and Bob Cunningham as co-host. Both chat with guest travelers passing thru Chicago. The program moves from NBC-TV over which net it made its television debut Sept 8, 1952. The program replaces The Garry Moore Show in its new CBS time spot, with the latter moving up to 10-10:30am.

CBS- 4:30-5pm EDT, Mon thru Fri; CHANGE & NET DEBUT; On Your Account; from WCBS-TV(NY), no. of stations not available at press time. Sponsor- The Procter & Gamble Co (Tide, Prell) thru Benton & Bowles, Inc(NY); Acct Exec- Marshall Clark; Agcy Superv- Tom McDermott; Comm Superv- Hoyt Allen; Comm Anncr- Bill Rogers. Pkgr- Benton & Bowles, Inc; Exec Prod- Tom McDermott; Prod- Robert J. Quigley; Dir- Charles Fisher; Music Dir- Paul Taubman; Writer- Adrian Spies. Audience participation quiz show, starring Win Elliot (cq) as m.c. Elliot is the "friendly banker" who interviews people from every walk of life who are seeking a "loan," either for personal reasons or on behalf of a charity. The program moves from NBC over which net it made its debut June 8, 1953. The program replaces the Robert Q. Lewis Show, which moves up to 2-2:30pm.

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Monday(5)

DuM- 11-11:15pm EDT, Mon thru Fri; DEBUT; The News Tonight with Matthew Warren; from WABD(NY) for a time, then from WTTG(Wash), to the net. Sustaining. Pkgr- DuMont News Dept; Superv- David Lowe; Dir- Richard Sandwick. Warren, director of news and special events for WTTG and most recently DuMont's commentator for its coverage of the McCarthy-Army Senate hearings, moves to New York temporarily to inaugurate the show. He has had a local news program, Matthew Warren and the News, heard over WTTG at 11-11:15pm, up to this week.

NBC- 10:30-10:45pm EDT, Mon thru Fri; DEBUT; A Time To Live; from WNBQ(Chi), to the net. Sustaining. Pkgr & Creator- Adrian Samish(NY); Exec Prod- Adrian Samish; Prod & Dir- Alan Beaumont(NBC Chi); Writer- Bill Barrett. New dramatic series, starring Pat Sully as Julie Byron as a proofreader on an Eastern big city daily newspaper who wants to be reporter; with Larry Kerr as Don Riker, a fellow reporter; Viola Berwick as Julie's Aunt Madge Byron; Jack Lester as managing editor Carl Sherman, Len Wayland as Chick Buchanan, and Carlton KaDell as Kroger. The program replaces One Man's Family in this time spot. The latter program moves to 3-3:15pm.

NBC- 12noon-12:30pm EDT, Mon thru Fri; DEBUT; The Bob Smith Show; from WNBT(NY), to the net. Sustaining. Pkgr- Bob Smith; Exec Prod- Roger Muir(NBC); Prod- Simon Rady (for Bob Smith); Dir- Robert Hultgren; Music Dir- Bobbie Nicholson. Musical-variety series for adults, starring Bob Smith (of Howdy Doody), singer, musician, commentator and raconteur; featuring vocalist Clark Dennis and the Honeydreamers, vocal quintet, backed by Bobbie Nicholson and his orch. Program replaces Bride and Groom, which moves to 4:15-4:30pm, and Hawkins Falls which moves to 4-4:15pm.

NBC- 3:15-3:30pm EDT, Mon thru Fri; DEBUT; Golden Windows; from WNBT(NY), no. of stations not available at press time. Sponsor- The Procter & Gamble Co (Cheer) thru Young & Rubicam, Inc(NY); Acct Exec- R. E. Buchanan; Agcy Superv- Joe Mego. Pkgr- Young & Rubicam, Inc for P & G; Prod & Casting Dir- Mary Harris (Y & R); Dir- Dan Levin (Y & R); Writers- John M. Young & Corlis Wilber. New dramatic series, starring Leila Martin as Juliet Goodwin, in love with Tom Anderson, played by Herb Patterson, two people with contrasting backgrounds; with Grant Sullivan as John Brandon and Eric Dressler as Charles Goodwin. The program replaces Mrs. U. S. A. in this time spot. The latter program filled in for two weeks after the Kate Smith Show went off. (See page 98). P & G's sponsorship of Golden Windows is for Mon, Wed & Fri one week, Tue & Thurs the following week and then the cycle repeats itself.

NBC- 3:30-3:45pm EDT, Mon thru Fri; DEBUT; First Love; from WPTZ(Phila), to the net. Sustaining. Pkgr & Creator- Adrian Samish(NY); Exec Prod- Adrian Samish; Prod- Al Morrison(Samish); Dir- Joe Behar(WPTZ); Writer- Manya Starr; Casting- Hank Wall at Carl Eastman(NY), also Al Morrison at Samish. New dramatic series, starring Patricia Barry as Laurie and Val Dufour as her husband Zachary James, a newly married couple; with Frederic Downs as Quentin Andrews, Zach's partner. The program replaces Ask Washington, which filled in for two weeks after the Kate Smith Show went off. (See page 98).

NBC- 3:45-4pm EDT, Mon thru Fri; DEBUT; Concerning Miss Marlowe; from WNBT(NY), no. of stations not available at press time. Sponsor- The Procter & Gamble Co (Tide) thru Benton & Bowles, Inc(NY); Acct Exec- Marshall Clark; Agcy Superv- Tom McDermott; Comm Superv- Hoyt Allen; Comm Ancr- Hugh James. Pkgr- Benton & Bowles, Inc; Exec Prod- Tom McDermott(B & B); Dir- Larry White; Casting Dir- Ann Howard(B & B); Writers- John Pickard & Frank Provo. New dramatic series, starring Louise Albritton as Meg Marlowe, a successful actress; with Jane Seymour as "Harriet the Hat," Helen Shields as Dot Clayton, John Raby as Bill Cooke. P & G sponsorship is alternate; Mon, Wed, Fri one week; Tue, Thurs the next.

Tuesday(6)

ABC- 8:30-9pm EDT; RETURN & NET DEBUT; Twenty Questions; from WABC-TV(NY), no. of stations not available at press time. Sponsor- Florida Citrus Commission (Florida grapefruit) thru J. Walter Thompson Co(NY); Acct Exec- John Forshew; Agcy Superv- William McCarthy. Creator- Fred Van Deventer; Prod- Gary Stevens; Dir- Bill McCarthy(ABC). Jay Jackson is moderator of panel quiz based on the popular parlor game. Panelists are Fred Van Deventer, Florence Rinard, Bobby McGuire, Herb Polesie and one guest each week. The program made its debut over the DuMont net November, 1949, and its last DuMont showing was May 30, 1954.

CBS- 10:30-11pm EDT; DEBUT; The Blue Angel; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS-TV with Herbert Jacoby(owner of The Blue Angel supper club, New York); Exec Prod- Richard Lewine; Prod & Dir- Burt Shevelove; Casting- Marty Kummer at MCA & Herbert Jacoby; Sets- Jack Landau; Costumes- Mildred Trebor; Writer- Allan Robin. Musical variety series simulating the smart and informal atmosphere and acts of the Blue Angel, New York supper club, starring Orson Bean as m.c., with a completely new show each week featuring acts ranging from top name performers to fresh, unique personalities. The Norman Paris Trio will provide musical backing for the acts and also perform in specialties. The program replaces See It Now in this time spot, with the latter program returning August 31, after hiatus.

DuM- 8:30-9pm EDT; DEBUT; One Minute, Please; from WABD(NY), to the net. Sustaining. Pkgr- DuMont, by arrangement with British Broadcasting Corp and Harry S. Goodman Productions(NY); Prod & Dir- David Lowe. Comedy panel quiz, an American version of a current BBC program; with John K. M. McCaffery as moderator, featuring six panelists divided into teams of three women and three men, each of whom must talk for one minute on a given subject, without repetition, hesitation or straying from the point, on penalty of being challenged by an opposing team member. Some panelists will appear on an irregular basis.

Wednesday(7)

ABC- 7:30-8pm EDT; DEBUT; Soldier Parade; from WABC-TV(NY), no. of stations not available at press time. Sponsor- U. S. Army (recruiting account) thru Dancer-Fitzgerald-Sample, Inc(NY). Pkgr- D-F-S; Prod- Dave Nyren(D-F-S for the Army; Dir- Bob Massell(D-F-S). Army variety program, featuring top soldier acts each week. The program is not a talent competition, but rather a show case for talent in uniform.

Thursday(8)

ABC- 8-8:30pm EDT, first week; 8-9:30pm EDT, beginning July 15; DEBUT; Melody Tour; from WABC-TV(NY), to the net. Sustaining. Pkgr- ABC-TV; Prod- Steve Rose; Dir- Eddie Nugent; Assoc Prod- Gertrude Tipper; Casting- Steve Rose(NCAC); Music Dir- Harry Sosnik; Sets- Fred Stover; Writer- Bernard Dougall. Musical variety based on a mythical tour of foreign lands thru song, dance and story; featuring pianist Stan Freeman, baritone Norman Scott, dancer Nelle Fisher, comedienne Jorie Remes (cq), singer Nancy Kenyon and guest variety performers. Program replaces Talent Patrol in its time spot the first week, then succeeds The Ray Bolger Show for 8:30-9pm and open time for 9-9:30pm.

ABC- 9-9:30pm EDT; HIGHLIGHT; A Government of Laws; from WMAL-TV(Wash), to the net. Sustaining. Pkgr & Prod- ABC-TV Public Affairs. U.S. Attorney General Herbert Brownell, Jr. and Solicitor General Simon E. Sobeloff discuss current problems of government and communism as related to laws, with Martin Agronsky as moderator. The discussion may touch on the conflicts between the requirements of international security and those of civil liberties in a democracy.

Thursday(8)

CBS- 10-10:30pm EDT; DEBUT; The Telltale Clue; from WCBS-TV(NY), no. of stations not available at press time. Sponsor- Philip Morris & Co., Ltd., Inc (Philip Morris Cigarettes) thru The Biow Co., Inc(NY); Acct Exec- Charles Hirth; Agcy Superv- Les Tomalin. Pkgr- Charles E. Martin Productions, Inc(NY); Prod & Dir & Casting- Charles Martin; Prog Coord- Ardie Cuff; Asst to the Prod- Marjorie Dickinson; Story Ed- E. J. Jakobson. Drama series involving the solution of crimes. Program replaces Public Defender in this time spot for the sponsor. Defender moves to Mon, 9-9:30pm as summer replacement for I Love Lucy.

Friday(9)

CBS- 8-8:30pm EDT; RETURN; Pantomime Quiz; from WCBS-TV(NY), no. of stations not available at press time. Sponsor- Walter Baker Chocolate & Cocca Div. of General Foods Corp thru Young & Rubicam, Inc(NY). Pkgr- Mike Stokey Productions(NY); Prod- Mike Stokey; Dir- not named at press time. Return of the popular charades game with Mike Stokey as m.c. and permanent panelists Peter Donald, Jackie Coogan, Dorothy Hart and Mona Knox. The program was last seen on the DuMont net; last show April 13, 1954. It replaces Mama for the summer, with the latter program returning Sept 3.

CBS- 10:30-11pm EDT; RETURN; It's News To Me; from WCBS-TV(NY), no. of stations not available at press time. Sponsors- (East) American Oil Co (AMOCO) thru The Joseph Katz Co(Balt); (Midwest) Theo Hamm Brewing Co(Beer) thru Campbell-Mithun, Inc(Minn);(Alternating with both weekly) Noxzema Chemical Co(All Products) thru Sullivan, Stauffer, Colwell & Bayles, Inc(NY); Acct Exec- Mary Andrews Ayers; Agcy & Comm Superv- Jim Hayes. Santa Fe Railways thru Leo Burnett Co., Inc sponsors program locally over KNXT(H'wood) only. Pkgr & Prod- Goodson-Todman(NY); Assoc Prod- Barbara R. Olsan; Dir- Jerome S. Schnur. Return of the panel quiz based on happenings in the news, with Walter Cronkite as host and moderator, and as regular panelists, Anna Lee, Quentin Reynolds, Nina Foch and John Henry Faulk. The program replaces Person to Person for the same sponsors until Sept 3, when the Edward R. Murrow program returns.

DuM- 10:30-11pm EDT; DEBUT; Gamble On Love; from WABD(NY), to the net. Sustaining. Pkgr- Robert K. Adams; Prod- Robert Adams; Dir- Harry Coyle. Denise Darcel stars as m.c. of this new audience participation show on which couples who are married, engaged, or just in love will answer questions for prizes. Program replaces Col. Humphrey Flack in this time spot.

Sunday(11)

ABC- 9-9:15pm EDT; DEBUT; Bob Considine; from WABC-TV(NY), 29 stations live, 7 hot kine. Sponsors- Gruen Watch Co alternating with American Safety(Gem) both thru McCann-Erickson, Inc(NY). Pkgr & Prod- ABC-TV News & Special Events; Dir- Marshall Diskin. INS columnist Bob Considine replaces Walter Winchell with news and commentary until Walter Winchell returns Sept 5. Considine had previously had his own television interview program over NBC-TV.

NBC- 5-6pm EDT; DEBUT; Out On The Farm; from WNBQ(Chi) via remote, to the net. Sustaining. Pkgr- NBC Chicago; Prod- Ben Park; Dir- Don Meier; Tech Dir- Harry Maule; Agri Advisor- Ken Fiske; Writer- Marv David. Agricultural series with music, originating at the Wilbert Landmeier farm near Cloverdale, Ill. Eddy Arnold is the weekly host; with Wilbert and Bertha Landmeier and their four children, and NBC Chicago weatherman Clint Youle, Don Herbert; gardening expert John Ott and musical support for Arnold from the Mid-States Four, barber shop quartet. The program replaces Hallmark Hall of Fame and Kukla, Fran & Ollie in this time spot for the summer.

Sunday(11)

NBC- 10:30-11pm EDT; RETURN; The Hunter, ON FILM; from WNBT(NY) and KNBH(H'wood), no. of stations not available at press time. Sponsor- R. J. Reynolds Tobacco Co (Camel Cigarettes) thru William Esty Co., Inc(NY); Acct Exec- Thomas D. Luckenbill; Agcy Superv- Edward Montagne. Pkgr- William Esty Co, Inc; Prod- Edward Montagne; Dir- Oscar Rudolph, William Burke, others; Writers- Various. Program replaces Man Against Crime for the same sponsor. Eleven of the films have had local showings, but 13 new films in the series, produced during the spring of 1953 have never before been shown.

OTHER NETWORK CHANGES & ADDITIONS

CBS- Exploring God's World; DEBUT July 4; Sun, 10:30-11am EDT; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS-TV with the Connecticut Council of Churches; Exec Prod- George Crothers; Prod & Dir- William Workman; Writers- Edith Welker, William S. Fore. Experimental series for children from 8 to 12, with Carrie McCord as teacher-narrator, reading Bible stories and showing children how to make useful things. Child actors Lydia Jean Shaffer and Glenn Walken assist in the different parts of the program. Program replaces Look Up and Live for the summer, with the latter returning Oct 3.

What in the World? (Sun, 5-5:30pm EDT) New time instead of that originally announced, switching with Man of the Week (Sun, 6:30-7pm EDT) which moves in as summer replacement for You Are There. (See page 105).

Daytime Schedule Realignment (See also listings under This Week): Garry Moore Show, Mon thru Thurs, 10-10:30am, Fri, 10-11:30am; Arthur Godfrey Time, Mon thru Thurs, 10:30-11:30am; Strike It Rich, Mon thru Fri, 11:30am-12noon; Valiant Lady, Mon thru Fri, 12noon-12:15pm; Love of Life, Mon thru Fri, 12:15-12:30pm; Search for Tomorrow, Mon thru Fri, 12:30-12:45pm; The Guiding Light, Mon thru Fri, 12:45-1pm; Portia Faces Life, Mon thru Fri, 1-1:15pm; The Seeking Heart, Mon thru Fri, 1:15-1:30pm; Welcome Travelers, Mon thru Fri, 1:30-2pm; Robert Q. Lewis Show, Mon, Wed, Fri, 2-2:30pm (until July 26 when it takes over the the additional time of the following program); Double or Nothing, Tue, Thurs, 2-2:30pm; Art Linkletter's House Party, Mon thru Fri, 2:30-3pm; The Big Payoff, Mon thru Fri, 3-3:30pm; Bob Crosby Show, Mon thru Fri, 3;30-4pm; The Brighter Day, Mon thru Fri, 4-4:15pm; The Secret Storm, Mon thru Fri, 4:15-4;30pm; On Your Account, Mon thru Fri, 4:30-5pm;; all effective July 5.

Woman With a Past (Mon thru Fri, 4-4:15pm) Last show July 2.

Public Defender, ON FILM (Mon, 9-9:30pm EDT) New day and time, replacing I Love Lucy until Oct 4, after which Public Defender will return to its Thurs, 10-10:30pm time period. All Defender films shown during the summer are first run (See page 38 for production credits).

NBC- The Marriage (Thurs, 10-10:30pm EDT) Did not start as scheduled on July 1 due to illness of Jessica Tandy. Delayed premiere tentatively scheduled for July 8.

Daytime Schedule Changes (See also listings under This Week): Hawkins Falls, Mon thru Fri, moved from 12:15-12:30pm to 4-4:15pm; Bride and Groom, Mon thru Fri, moved from 12noon-12:15pm to 4:15-4:30pm; Betty White Show, Mon thru Fri, moved from 12:30-1pm to 4:30-5pm; all changes effective July 5.

Youth Wants to Know (Sat, 7:30-8pm EDT) New day and time, effective July 10, moving from Sun, 1-1:30pm. No net service in latter time.

Mr. Wizard (Sat, 7-7:30pm EDT) Kinescope repeats start July 3, for five weeks.

NEW NETWORK SPONSORSHIPS

FORD MOTOR CO and RADIO CORP OF AMERICA, both thru Kenyon & Eckhardt, Inc(NY), will share sponsorships of the series of Monday spectaculars to be seen over NBC-TV every fourth Monday, 8-9:30pm, beginning Oct 18. Each will sponsor 45 minutes of each show

DOLE SALES CO(Pineapple) thru N. W. Ayer & Son, Inc(San Francisco) will sponsor the Friday, 2:45-3pm segment of Art Linkletter's House Party (Mon thru Fri, 2:30-3pm) over CBS-TV, effective July 30.

DOROTHY GRAY, Ltd(Cosmetics) and LEHN & FINK DIV(Lysol, Etiquet & Hinds Honey and Almond Cream) of LEHN AND FINK PRODUCTS CORP, both thru Lennen & Newell, Inc(NY), will sponsor a new format Ray Bolger Show over ABC-TV, Fridays, 8:30-9pm, effective Sept 17. The new film series will include situation comedy, music and variety.

AMERICAN OIL CO thru the Joseph Katz Co(Balt) will sponsor all 12 home and away games of the Washington Redskins professional football team over an ABC-TV Southeast regional network, beginning Sept 26, on Sundays, with one Saturday game on Oct 2.

LOCAL STATION ACTIVITY

WABC-TV(Ch 7) New York - Good Morning; DEBUT July 5; Mon thru Fri, 8-9am EDT. Participations. Pkgr- WABC-TV; Prod- John Moses Associates; Dir- Roger Shope. Allen Ludden is m.c. for this informal program, featuring the latest news, interviews and weather reports, with recordings of popular music. Scotty Scott will assist Ludden and do the weather reports.

WNBT(Ch 4) New York - Music Time with Charity Bailey; DEBUT July 4; Sun, 12noon-12:30pm. Sustaining. Pkgr- WNBT; Prod & Writer- Eunice Holsaert; Dir- Larry Roemer. Charity Bailey, director of music at New York's Little Red School House, plays various instruments in illustrating music for children from 7 to 11 years old. The program had an on-the-air audition over WNBT on April 4 under the title, Let's Make Music.

WNBT - Lemonade Lectures; DEBUT July 7; Wednesday, various times for eight weeks, integrated into regularly scheduled WNBT programs. Sustaining. Pkgr- WNBT with College of the City of New York, Columbia University, Fordham University, New York University and Fordham University; Prod- Harry Olesker(WNBT); Dir- directors for programs used. Lectures in capsule form by members of the faculties of the schools listed, concerning aspects of arts and sciences not generally dealt with on radio and television (The programs will also be heard over WNBC).

WOR-TV(Ch 9) New York - Ted Steele Show; DEBUT July 5; Mon thru Fri, 2:30-5:30pm. Participations. Pkgr- WOR-TV; Prod- Doris Steele; Assoc Prods- Ceil Loman and Ralph Robins(WOR-TV); Dirs- Richard Simon, Robert Eberle; Casting- Doris Steele(at WOR-TV). Variety program, starring Ted Steele, with segments designed for appeal to all ages, including interviews, films, audience quizzes and music. Schedule realignment for weekday afternoon programs: Aunt Jean with Jean Phair, Mon thru Thurs, 1:30-2pm; The Man in Your Life, Fri, 1:30-2pm; Treasurama, Mon thru Fri, 2-2:30pm; Ted Steele Show, Mon thru Fri, 2:30-5:30pm; Colonel Venture, Mon thru Fri, 5:30-6pm; Merry Mailman, Mon thru Fri, 6-6:45pm.

WPIX(Ch 11) New York - Opinion, Please; DEBUT July 5; Mon thru Fri, 2:30-3pm EDT. Sustaining. Pkgr- WPIX; Prod & Dir- Martin Busch. Jack McCarthy does sidewalk interviews in front of the New York Daily News Building, questioning passersby on matters of current interest.

WPIX - Bob Kennedy Show; DEBUT July 5; Mon thru Fri, 3-5pm EDT. Participations. Pkgr- WPIX; Prod & Dir & Casting- Herb Homes(WPIX); Music Dir- Jerry Jerome. Kennedy is m.c. for a music-variety show (Continued next page)

WPIX(Ch 11) New York - Bob Kennedy Show(Cont'd from previous page): featuring top name vocalists, musical numbers by the Jerry Jerome orch and other family interest segments. (In realignment of m.c. assignments, following Ted Steele's leaving the station, Allen Ludden was signed to be host for Dancetime, Mon thru Fri, 5-5:30pm, with Shari Lewis taking over the Kartoon Klub film and live show, Mon thru Fri, 5:30-6pm. Kennedy takes over Steele's afternoon show format.

WPIX - One Tenth of a Nation, ON FILM; DEBUT July 11; Sun, 10:45-11pm EDT. Sponsor- J. Strickland & Co(Royal Crown Hairdressing) thru Simon & Gwynn(Memphis). Pkgr & Film Prod- American Newsreel(NY); Narrator- John Cannon. Documentary film series on the accomplishments of American Negroes; with individual films highlighting Negro attainments in various fields.

KTTV(Ch 11) Los Angeles - Rhythm and Blues; DEBUT June 30; Wed, 11:15-11:45pm. Sponsor- Designs for Better Living thru Don Frank & Associates(LA). Prod & Writer- Jerry Lawrence. Disc jockey Jerry Lawrence presents top "rhythm and blues" vocalists and recording artists doing their best known numbers.

FILM DIGEST: Dr. Hans Haber has been signed by Walt Disney to serve as technical consultant on space medicine for the Disneyland series, assisting on the "Trip to Mars" program, for the "Land of Tomorrow" realm.....TV Time Foods for its TV Time Popcorn thru Sherwin R. Rodgers & Associates(Chi) signed with CBS Television Film Sales for showings of the Annie Oakley series in more than 100 markets for a two year period beginning October, 1954.....RAI (Radio Audizioni Italiane) bought 39 Encyclopedia Britannica films for use in Italian TV programming for delivery in July. Italian Films Export is negotiating for several half-hour film series on behalf of RAI.....Sandy Cummings joined American Broadcasting Co in Hollywood as coordinator of Disneyland.....The third annual WGN-TV Film Festival, a preview of the film programs available for television this fall, will be held Thursday, August 5, for Chicago advertisers and agencies.

NEWS AND COMMENT: Television sets in the U. S. totaled 30,083,000 on May 1, 1954, according to estimate by Hugh M. Beville, Jr., NBC director of research and planning.....The June Nielsen Newscast says that evening TV program audiences are averaging about one and a quarter million more homes than in 1953. During the two weeks ending May 22, the average program reached 18.3 per cent of all TV homes, or 5,398,000, while during the same period of 1953, the total was 17.8 per cent, or 4,140,000 homes.....The world's smallest operating TV station, at the U. S. Air Force base at Limestone, Me., is an eight-watt station constructed by RCA at cost for the Strategic Air Command. The station telecasts 10 hours of major network programs daily for the more than 15,000 personnel living on the installation. The station's maximum coverage range is three miles.....WLW-D will become ABC's primary affiliate in Dayton, effective Sept 1, replacing WHIO-TV, which continues with CBS and DuMont service.

PERSONNEL CHANGES: Paul White elected executive v.p. of Bernard L. Schubert, Inc., and its affiliated companies, currently producing television film series..... Sam Zelman has been named West Coast manager of CBS Television News and Newsfilm and Director of News for KNXT and the Columbia Television Pacific Network, succeeding Frank La Tourette who resigned to join the Medic production company.....Edwin W. Conklin upped to Director of News and Special Events for ABC-Radio-TV, Western Division, with Patrick O'Reilly named to assist Conklin, who succeeds Sam Zelman..... Ted Sack named producer of special events in the dept of news and public affairs, CBS Television in New York.....Bill Bailey joined WLW-D(Dayton) as program manager.... Bob Roberts named production manager for WLW-T(Cinn).

TALENT SHOWSHEET JULY 5-11, 1954

Most of the shows on July 2, 3, 4 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, July 9. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.
Since credits for the following programs were listed fully at the time of their original showing, they will not be listed below in their current re-runs or summer replacement re-runs: My Little Margie, Gene Autry, Roy Rogers, Top Plays of 1954, Mr. and Mrs. North, Four Star Playhouse, I Married Joan, Campbell Soundstage, Big Town, Mark Saber, General Electric Theatre, Foreign Intrigue, Man Against Crime, The Plainclothes Man, Pepsi-Cola Playhouse, Janet Dean, Summer Playhouse
Credits for these shows and any others incompletely listed at press time are available upon request.

FRIDAY JULY 2

CHANCE OF A LIFETIME	DuM 10pm	Jane House (S) & others to be announced

SATURDAY JULY 3

CAMERA THREE	WCBS 2pm	Royal Dano, Jean Stapleton, Tom Scott (S), Michael Kane
Joe Palooka (Joe Kirkwood)	WABD 7pm	Society Joe - (O) by Dean Reisner; with regulars & Hillary Brooke, Robert Lowery, Walter Kingsford, Dodie Wright, George Sherwood; (SD)
STAGE SHOW (Dorsey Brothers)	CBS 8pm	Kitty Kallen (S), Larry Griswold (C-trampo), The Lancers (S), Johnny Morgan (C), Wells and the Four Fays (acro) (PREMIERE)
SATURDAY NIGHT REVUE (Eddie Albert)	NBC 9pm	Hoctor & Byrd (D), Peggy Ryan & Ray McDonald (D), Betty Bruce (D), Lou Wills, Jr. (acro-D) & regulars (FROM HOLLYWOOD)

SUNDAY JULY 4

HALLMARK HALL OF FAME (Sarah Churchill)	NBC 5pm	John Paul Jones - (O) by Ted Wear, (A) by Harold Callen; with Gloria Jean, Lamont Johnson, Tudor Owen, John Larch, Nestor Paiva, Richard Garland, Tyler McVey, Nelson Leigh; (SD,H'D, LAST SHOW OF SEASON)
COLGATE SUMMER COMEDY HOUR	NBC 8pm	Charlotte Rae (C), Jules Munshin (C), Dino Dante (S), Johnny Bachemin (D)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Dolores Gray (S), Billy Kenny (S), Step Brothers (D), Jackie (aerialist), the Marcellos (acro), ex-marine Charles Vines, Billy de Wolfe (C), Joan Holloway (D)
ON THE BOARDWALK (Paul Whiteman)	ABC 8pm	Jo Anne Miller (S), Bobby Lilla (M), Mary Providence (D); Judges: Bob Mathias & wife (former, Olympic champion)
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	Miss Murder of 1954 - (O) by Bruce Geller; with regulars & Beverly Dennis, Betty Bartley, Kevin O'Morrison, Peggy Maurer, Ginny Gordon, Jackson Jordan; (SD)

MONDAY JULY 5

Duffy's Tavern (Ed Gardner)	WNBT 7pm	The Gypsy Princess - with regulars & Liz Slifer, Marianne Kape, Peter Mamkos; (SW & SD)
THE VOICE OF FIRESTONE	NBC 8:30	Eugene Conley (S)
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30	Mary Judd (S), Philharmonicas (Harry Halicki & Dave Doucette, both M), Men About Town Quartet (Bob Davis, Charles Gray, John Schmidt, Jack Paddock, all S)
Public Defender	CBS 9pm	Out of the Past - with Robert Osterloh, Laura Elliot;(SD)
ROBERT MONTGOMERY	NBC 9:30	The Expert - (O) by Noel Gerson; with regulars only; (SD) by Bill King
STUDIO ONE SUMMER THEATRE	CBS 10pm	The Small Door - (O) by Irving Gaynor Neiman; with Richard Kiley, James Gregory, Hildy Parks, Edgar Stehli, Billy Raftery, Michael Alcivar; (SD) by Mel Ferber

TALENT SHOWSHEET(more)

MONDAY JULY 5 (Cont'd)
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Adolphe Menjou's Favorite Story	WNBT 10:30	The Time Barrier - (O) by Robert Yale Libott; with Robert Carson, Stuart Nedd, Ken Christy, Norman Field, John Zaremba, John Stephenson, Joanne Jordan; (SD)

TUESDAY JULY 6
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THE GOLDBERGS	DuM 8pm	regulars & Joseph Buloff; (SW & SD)
ARTHUR MURRAY PARTY (Kathryn Murray)	NBC 8:30	Joni James (S), Larry Storch (C), Bobby Winters (juggler)
UNITES STATES STEEL HOUR	ABC 9:30	Haven's End - (O) by John P. Marquand, (A) by David Davidson; with Howard Lindsay, Richard Hylton, Betsy Palmer, Jamie Smith, Russell Hardie, Chester Stratton, Royal Beal, Dana Wynter, Lauren Gilbert; (SD)
SUSPENSE	CBS 9:30	The Girl in Car 32 - (O) by Thomas Walsh, (A) by Raphael Hayes; with Gene Barry, Edith Adams, Harry Bellaver, Grant Richards, John Shellie; (SD)
DANGER	CBS 10pm	The Gunman - (O) by Howard Rodman; with Ben Gazzara, Frieda Altman, David Opatoshu, Eleanor Randall, Doreen Lang, Anthony Franciosa, William Lipton; (SD)
THE BLUE ANGEL (Orson Bean)	CBS 10:30	regulars: Orson Bean (C), Norman Paris Trio (M) & Martha Wright (S), Jonathan Winters (C), Martha Davis & Spouse (M-variety), David Powell (M), Jane Dulo (C) (PREMIERE)

WEDNESDAY JULY 7
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Wild Bill Hickok (Guy Madison)	WNBT 6pm	Pony Express Trap - with regulars & Don Haydon, Mike Vallon, Peggy Stewart, Park McGregor, Fred Kohler, Tom Steele; (SW&SD)
KRAFT TELEVISION THEATRE	NBC 9pm	Wish Tonight - (O) by A. B. Shiffrin; with Pat McVey, Susan Hallaran, Beverly Roberts, Myrtle Ferguson, Freddi Chandler;(SD)

THURSDAY JULY 8
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MELODY TOUR	ABC 8pm	Stan Freeman (M), Norman Scott (S), Nelle Fisher (D), Jorie Remes (C), Nancy Kenyon (S), Jonathan Lucas (D) (PREMIERE)
JUSTICE (Westbrook Van Voorhis)	NBC 8:30	The Scandal Which Rocked the Town - (O) by George Bellak; with John Kerr, June Walker, others to be announced; (SD)
Big Town(Pat McVey)	CBS 9:30	Joyce Holden, John Hoyt, Gordon Jones, Dona Drake,King Donovan
KRAFT TELEVISION THEATRE	ABC 9:30	A Connecticut Yankee in King Arthur's Court - (O) by Mark Twain, (A) by George Roy Hill; with Edgar Bergen, Victor Jory, Carl Reiner, Joey Walsh, Sally Gracie, Jack Livesey, Ernest Graves ; (SD) by Fielder Cook
THE TELLTALE CLUE	CBS 10pm	The Armitage Case - (O) by Harry W. Junkin; with cast to be announced; Prod & (SD) by Charles Martin (PREMIERE)
THE MARRIAGE (Cronyn & Tandy)	NBC 10pm	last week's show postponed because of Jessica Tandy's illness no announcement about show this date at press time

FRIDAY JULY 9
mmmmmmmmmmmmm

Schlitz Playhouse	CBS 9pm	Rabbit Foot - (O) by Lawrence Goldman; with Stephen McNally, Harry Shannon, Paul Langton, Frank Sully, Harry Harvey; (SD) by Christian Nyby
THE BIG STORY (Norman Rose)	NBC 9pm	Shandy Hill, Pottstown, Pa. Mercury - (O) by Gail Ingram; with Crahan Denton, John McLiam, Lois Wheeler, Joyce Randolph, Hazele Burgess, William Adler, Janet Hartmann, Eda Heinemann, Kenneth Konopka, Calvin Thomas, Bert Thorn; (SD) (LAST SHOW OF SEASON)
THE STRANGER (Robert Carroll)	DuM 9pm	Vivian Nathan, Peter Capell, Don Briggs, Dorothy Donahue

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY JULY 2 THRU FRIDAY JULY 9

TODAY	NBC 7am	M thru F - Will Rogers, Jr. substitutes for vacationing Dave Garroway for two weeks beginning 7/5
BREAKFAST CLUB	ABC 9am	M thru F - Peter Donald substitutes for vacationing Don McNeill
GARRY MOORE	CBS 10am	M - Bobby, the monkey; Tu - Nina Court (parakeet trainer); F - Ladd Lyon (C-acro), Jay Marshall (C); add regulars every F - Martha Davis & Spouse (M)
STRIKE IT RICH (Hull)	CBS 11:30	M - George Shearing (M); W (pm) - Sammy Kaye; F - Al Bernie(C)
Crown Theatre With Gloria Swanson	WABC 6pm	Tu - Hands - (O) by Otto Klement, (A) by William Bruckner; with George Macready, Marjorie Lord, Jess Barker, Roger Broaddus, Edit Angold, Harris Brown; Prod & Dir by Harve Foster; Thu - Gold from the Sea - (O) by Laurence Mascott; with Selena Royle, John Dierkes, Charles Watts, Mack Williams, Bill Haade, Alan Bridge, Hank Patterson, Ralph Montgomery, Bill Boyett; Prod & Dir by Harve Foster (PREMIERE OF SERIES LOCALLY)
The Files of Jeffrey Jones(Don Haggerty)	WABC 6:30	M - Money Talks - (O) by George Bricker; with regulars: Don Haggerty, Gloria Henry, Frank Sully, Tristram Coffin; & Mary Ellen Kay, Ted Hecht, Nolan Leary, John Daheim, Eddie Parker; Dir by George Blair; W - Mr. Doom - (O) by Warren Douglas; with regulars & Mari Young, Henry Rowland, Virginia Lee, Lane Nakano, Helen Winston, Tommy Farrell, Bob Rose; Dir by Lew Landers; F - Big Trouble - (O) by Bricker; with regulars & Betty Best, Renny McEvoy, Benna Bard, Richard Travis, Jack Shea; Dir by Blair
Col. March(Karloff)	WABC 6:30	Tu & Thu - see listing at bottom of page
CAPTAIN VIDEO (Al Hodge)	DuM 7pm	M thru F - regulars & Lawrence Fletcher, Allan Rich, Ed Peck, Ed Holmes; (O) by Carey Wilber; (SD)
THE WORLD OF MR. SWEENEY(Charlie Ruggles)	NBC 7:30	Tu thru Thu - regulars & Roy Fant, Andrew Duggan, Frank Savage, Pat Hosley, Ethel Remey; (SW & SD)

SATURDAY JULY 10

Range Rider (Jack Mahoney	WNBT 6:30	Hideout - (O) by Gerald Geraghty; with regulars & Jim Bannon, Regina Gleason, Stan Joley, Ewing Mitchell, Bud Osborne;(SD)
STAGE SHOW (Dorsey Brothers)	CBS 8pm	The Evans Family, 7 Ashtons (acro), Johnny Morgan (C), 4 Aces (S), Mindy Carson

SUNDAY JULY 11

Roy Rogers (& Dale Evans)	NBC 6:30	Money to Burn - (O) by Dwight Cummins; with regulars & Dub Taylor, John L. Cason, Red Morgan, Harry Harvey, Jr., Jack O'Shea; (SD)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Rosemary Clooney (S), The Four Ladds (S) & others to be announced
PHILCO TELEVISION PLAYHOUSE	NBC 9pm	Man Drowning - (O) by F. W. Durkee; with Eddie Firestone, Joan Potter, Barbara Joyce, William Smithers; (SD) by Vincent Donehue
THE MAN BEHIND THE BADGE(Fred Uttal)	CBS 9:30	The Case of the Last Escape - Salem, Oregon - (O) by David Harmon; with Harold Stone, Lawrence Tierney, Ralph Stantley, Frank Campanella, Andy Sabilla, Jason Roebards, Ginger Jones, Neil Hynes, George McCoy, Tommy Nello; (SD)
THE WEB	CBS 10pm	Treadmill - (O) by Joseph Ruscoll; with Mark Roberts, Phyllis Love, Carroll Baker, Nelson Olmsted, Ben Yaffee, Ed Peck, Ronald Dawson; (SD) by Lela Swift
Col. March of Scotland Yard(Boris Karloff)	WABC 6:30	Tu 7/6 - Error at Daybreak - with Robert Brown, Patricia Marmont, Lloyd Lamble, Adrienne Corri, Richard O'Sullivan; Thu - Invisible Knife - with Hubert Gregg, Henryetta Edwards, Leslie Weston, Mark Baker; (SW) by John Dickson Carr; (SD) by Martin Ritt (PREMIERE LOCALLY)

Ross Reports ON TELEVISION

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THE TELEVISION INDEX

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ASSOC ED: Alvin Sullum

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Tuesday(13)

NBC- 1:15-concl pm, EDT; HIGHLIGHT; All-Star Baseball Game; from WNBK(Cleve), 115 stations live, none delayed. Sponsor- Gillette Safety Razor Co, Div of The Gillette Co thru Maxon, Inc(Detroit); Acct Exec- Searle Hendee. Pkgr & Prod- NBC-TV Sports Dept. Mel Allen and Gene Kelly (Philadelphia sports broadcaster) will handle the play-by-play for the annual major league All-Star game, which will also be picked up by CBC for Canada.

Friday(16)

NBC- 9-9:30pm EDT; DEBUT; The Best in Mystery, ON FILM; from WNBT(NY) & KNBH (H'wood), 55 stations net, 25 delayed. Alternating Sponsors- American Tobacco Co (Pall Mall Cigarettes) thru Sullivan, Stauffer, Colwell & Bayles, Inc (NY); Acct Exec- William Spire; Agcy Superv- Thomas F. Vietor. The Simoniz Co (Simoniz, Bodysheen, HiLite); Simoniz & Bodysheen thru SSC&B; Acct Exec- Clem Hathaway; Agcy Superv- Thomas F. Vietor; HiLite thru Tatham-Laird, Inc(Chi); Acct Exec- David Watrous. Pkgr- MCA-TV, Ltd. Re-runs of mystery and suspense films from various series, most not previously seen in major markets. Program replaces Big Story during summer hiatus for the same sponsors.

Saturday(17)

CBS- 9:30-10pm EDT; DEBUT; Jack Paar Show; from WCBS-TV(NY), no. of stations indefinite. Sponsor- The Toni Co: Prom thru Leo Burnett Co., Inc(Chi); Acct Exec- Leonard Matthews(Chi); Agcy Superv- Glen Heisch(NY); Pamper Shampoo thru Clinton E. Frank, Inc(Chi); Acct Exec- Joseph C. Spery(Chi); Agcy Superv- Glen Heisch(Burnett-NY). (Product sponsorships are for first four weeks; to be followed by new Toni Co products). Pkgr- CBS-TV; Prod- Al Span; Dir- Peter Birch; Sets- Grover Cole; Music Dir- Ivan Ditmars; Writers- Larry Marks, Jack Douglas, Jack Paar. Humorist Jack Paar stars in a new variety series, with vocalists Betty Clooney and Johnny Desmond, pianist Jose Melis and Pupi Campo and his orchestra. The program is actually an evening version of Paar's Friday morning CBS program which went off the air after the July 2 telecast (Fri, 10-11am) in preparation for the evening series. Johnny Desmond comes to the program from Breakfast Club (ABC-TV); Betty Clooney is the recording artist sister of Rosemary Clooney; other regulars are from the previous morning program cast. Program replaces My Favorite Husband during summer hiatus.

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OTHER NETWORK CHANGES & ADDITIONS

ABC- Soldier Parade (Wed, 7:30-8:30pm EDT) ADD: half-hour to originally listed time (See page 109); Arlene Francis as hostess; Beulah Frankel as set designer.

The Jane Pickens Show (Sun, 9:15-9:30pm EDT) New time, effective July 18, replacing The Packard Program Starring Martha Wright. (See pages 20, 63).

CBS- The Telltale Clue (Thurs, 10-10:30pm EDT) ADD: Anthony Ross, starring regularly as Detective Lt. Richard Hale. (See page 110).

What Do You Have In Common? (Thurs, 9-9:30pm EDT) Seymour Berns as director, in place of John Claar; add Seaman Jacobs as writer. (See page 103).

Winky Dink and You (Sat, 11-11:30am EDT) Add Dayton Allen, as Mr. Bungle, a regular, effective July 17.

DuM- Night Editor (Wed, 10:30-10:45pm EDT) New time effective July 7; formerly seen Sun, 6:15-6:30pm EDT. (See page 43).

Gamble On Love (Fri, 10:30-11pm EDT) Debut scheduled for July 9, delayed until July 16. (See page 110). Change packager to Rockhill Productions(NY); producer is Robert K. Adams (at Rockhill).

Spotlight On Congress; HIGHLIGHT July 9; Fri, 10:30-10:45pm EDT, one time. Sponsor- Nat'l Federation of Post Office Clerks thru Robert J. Enders Advertising, Inc(Wash). Pkgr-Prod- DuMont net. Forum discussion among Reps John E. Moss (D, Cal), Harold C. Hagen (R, Minn) and Gardener R. Withrow (R, Wis) concerning impending legislation concerning the Post Office Department.

NBC- The Hunter (Sun, 10:30-11pm EDT) Change products for sponsor to Winston and Cavalier Cigarettes; add as star, Barry Nelson as Bartholomew "Bart" Adams, wealthy young American who works with the underground against the Communists in Europe.

Bob Smith Show (Mon thru Fri, 12noon-12:30pm EDT) ADD: additional director, Howard Davis; writers, Willie Gilbert and Jack Weinstock.

NEW NETWORK SPONSORSHIPS

NORCROSS, INC. (Greeting cards & gift wrappings) thru Abbott Kimball Co., Inc(NY) will be a sponsor of the 1954-55 Omnibus, Sun, 5-6:30pm EST, beginning Oct 17 over CBS-TV, taking the third of the four available shared sponsorships.

LOCAL STATION ACTIVITY

WNBT(Ch 4) New York - Junior Champions; DEBUT July 11; Sat, 5:30-6pm EDT. Sustaining. Pkgr & Prod- Norman Baer, Jerry Gross; Dir- Larry Roemer. Marty Glickman is m.c. for this series of sports participation programs for youngsters, with two competing teams engaging in sporting events each Saturday, including boxing and wrestling, basketball and baseball games. The teams will be from Metropolitan area boys clubs. The program was presented via a trial kinescope as Junior Olympics on April 10 over WNBT. (See page 60).

WAAM(Ch 13) Baltimore - Here Come the Colts; DEBUT July 11; Sun, 8-8:15pm EDT. Sustaining. Pkgr & Prod- WAAM; Dir- Harry Shoubin. Jim Kilian is m.c. for a weekly review of news concerning, and interviews with, regular members of the Baltimore Colts professional football team. Films will also be used.

WBBM-TV(Ch 2) Chicago - This is the Midwest, LIVE & FILM; DEBUT July 18; Sun, 3:30-4pm CDT. Sustaining. Pkgr- WBBM-TV with Chicago Assn of Commerce and Industry; Exec Prod- Les Weinrott; Prod Coord- Warren Logelin(Assn); Prod- Harry Coon; Films- WBBM-TV film crew; Narrators- Fahey Flynn(WBBM-TV) & Thomas H. Coulter(Exec Dir of the Assn). Each weekly program in the series (min of 13) will be devoted to a different industrial or cultural aspect of Chicago, including interviews with leaders in the various fields integrated with specially-made films.

WNBK(Ch 3) Cleveland - Masters of Melody; DEBUT July 5 (simulcast); Mon, 7-7:30pm EDT. Sustaining. Pkgr- WNBK-WTAM; Dir- William S. Morris; Music Dir- Ben Silverberg. Bi-Naural simulcast presentation of the Masters of Melody concert orchestra, previously presented only via radio. The orchestra will play in a garden setting for TV.

WNBK - Sunday Edition, LIVE & FILM; DEBUT July 4; Sun, 9-11am EDT. Sustaining. Pkgr- WNBK; Dir- Ray Shane. Segmented Sunday newspaper of the air featuring news of all types at regularly scheduled times: 9am- Funny Funnies; 9:30am- Dog Training (Bill Wynne and his trick dog, "Smoky"); 9:45am- Lesson in Golf; 10am- News Reviews of the Week (films); 10:15am- Sports, Fashion, News; 10:30am- Let's Go Places.

WNBK - Highlights of Polo Matches, ON FILM; DEBUT July 5, Mon, 8-8:30pm EDT. Sponsor- Pilsner Brewing Co (Beer) thru Clifford A. Kroening Advertising(Cleve). Special films of Sunday polo matches between the Cleveland Polo Team and visiting teams during July, August and September, edited for Monday evening presentation. Brooke Taylor and Herb Greene provide the commentary.

WLW-D(Ch 2) Dayton - The Bill Bailey Show; DEBUT July 12; Mon thru Fri, 1:30-2:30 EST. Participations. Pkgr- WLW-D; Prod- Bill Bailey. Musical-chatter program with Bill Bailey as m.c.; featuring vocalists Marilynn Lovell, Audre New and Betty Baker; pianist Ronny Born, and the Arvie Recore Group (The Villagers). Bailey, now WLW-D program manager, was featured in the Old American Barn Dance film series, and has been featured in Midwest radio shows and series.

WJBK-TV(Ch 2) Detroit - Chuck Davey's Corner; DEBUT July 14; Wed, 9:45-10pm EST (following Blue Ribbon Bouts). Sponsor- G. H. P. Cigar Co (El Producto Cigars) thru Wm. H. Weintraub &Co., Inc(NY). Boxing news roundup by Chuck Davey, former welterweight boxing contender, now exclusively a sports commentator for WJBK-TV. The program will also include interviews with sports figures.

KABC-TV(Ch 7) Hollywood, LA - The Margaret Whiting Show; CHANGE July 6; Tue, 8:30-9pm PDT. Participations. Pkgr- KABC-TV; Prod- Hunt Stromberg, Jr. The former five-nights-a-week program changes to a weekly feature, starring Miss Whiting and featuring a top show business personality each week. (See page 87).

KTLA(Ch 5) Hollywood, LA - Play Marco; DEBUT July 10; Sat, 10:30pm-12midnight PDT. Sponsor- Victory Packing Co (ThoroFed Dog Food) thru Raymond R. Morgan Co (H'wood). Pkgr- Victory Packing Co (holds copyright on Marco description). Jerry Lawrence is m.c., with Betty Hansen, "Miss Marco," as co-hostess, for this TV version of bingo. Free blank cards are distributed at local grocery stores and markets; cards are in two parts, one detachable from the other. The viewer fills in blank squares in each card with his own numbers, one an exact duplicate of the other, simulating the number lineup on bingo cards. One card is mailed to the program before the evening the duplicate will be used. Numbers are called over the air to be checked by the viewer, with merchandise and service prizes for winners. Each program features 8 to 10 or more games.

LOCAL FILM SERIES -- DEBUTS & RE-RUNS

(New York, Chicago & Los Angeles)

STA & CHAN	SERIES TITLE & DISTRIB	SPONSOR & AGENCY	START DATE	DAY	TIME
New York					
WABC-TV(7)	*"Files of Jeffrey Jones" (CBS Television Film Sales)	-Avail for participations	7/5	M, W, F	6:30-7pm
WABC-TV(7)	#"Biff Baker" (MCA-TV, Ltd)	-Avail for participations	7/5	M & F	6-6:30pm
WABC-TV(7)	#"My Hero" (Official Films)	-Avail for participation	7/7	Wed	6-6:30pm
WABC-TV(7)	#Gloria Swanson Show" (CBS TV Film Sales)	-Avail for participations	7/6	T & Th	6-6:30pm
WABC-TV(7)	*"Colonel March" (Official Films)	-Avail for participations	7/6	T & Th	6:30-7pm
Los Angeles					
KABC-TV(7)	#"Cowboy G-Men" (Flamingo Films)	-2 participations avail; one sold to Lewis Foods	7/6	Tue	7-7:30pm
KTTV(11)	#"China Smith" (National Telefilm Assoc)	-Open	6/28	Mon	9-9:30pm
KTTV(11)	#"Orient Express" (National Telefilm Assoc)	-Open	6/28	Mon	9:30-10pm

*First run in market #Re-runs

CASTING: Bob Kennedy Show (WPIX, Mon thru Fri, 3-5pm; stars Kennedy as m.c.) Casting: Prod Herb Homes at WPIX; will use guest vocalists, either single or multiple dates (for week), names only, no auditions.....Arthur Murray Party (NBC, Tue, 8:30-9pm) Les Zimmerman now casting, at 871 7th Ave, CO 5-0385; uses stars and variety performers, 3 acts per show; call, don't go.....The Cassini Show (WNBT, Sun, 11:30-12midnight) Casting: Prod Ed Levin, 31 E 61st St, TE 8-6270; uses boy & girl singer each week, singles; tries to see acts wherever booked.

SCRIPTS: Italian Films Export, 1501 Broadway (Rm 1813) LO 4-4843; Ralph Serpe is looking for original material for an untitled African adventure series of 39 half-hour films to be shot in the Mediterranean area. Submit sample material or phone for appointment.....The Stranger (DuM, Fri, 9-9:30pm) Prod-Script Ed- Frank Telford, DuMont, 205 E 67th St, LE 5-1000; approx $500 for scripts, many based on Telford's ideas, about the "the stranger" who enters the lives of people who have been innocently victimized; aids them, then disappears as mysteriously as he arrived; uses only feasible means in performing deeds -- no supernatural acts.

NEWS AND COMMENT: CBS Radio producer-director Elliott Lewis (currently handling four top CBS Radio series) has been signed as associate producer to work with producer Bretaigne Windust on the new CBS-TV Chrysler series debuting Sept 30. Lewis has supposedly long been opposed to TV because of the pressure, preferring to work in the more relaxing field of radio, with his wife, Cathy Lewis.....Bob Banner has been signed to produce and direct the Dinah Shore Show when it returns to NBC in the fall after summer hiatus.....Herb Jaffe has been elected a v.p. and member of the board of Official Films. He is director of sales.....KING-TV(Seattle) became the first TV station other than a network-owned station west of the Rockies to originate a color program when it telecast colored slides over a regular daily program on July 1. It first transmitted a color test pattern May 18. The station has a GE flying spot scanner and has an Eastman Kodak continuous-motion projector on order from GE to use for transmitting motion pictures. Local stations, other than network-owned, which have originated colorcasts now include: WKY-TV, Oklahoma City; WBAP-TV, Ft. Worth; WTMJ-TV, Milwaukee; WMAR-TV, Baltimore; KING-TV, Seattle.

TALENT SHOWSHEET JULY 12-18, 1954

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Since credits for the following programs were listed fully at the time of their original showing, they will not be listed below in their current re-runs or summer replacement re-runs: My Little Margie, Gene Autry, Roy Rogers, Top Plays of 1954, Mr. and Mrs. North, Four Star Playhouse, I Married Joan, Campbell Soundstage, Big Town, Mark Saber, General Electric Theatre, Foreign Intrigue, The Hunter, The Plainclothes Man, Pepsi-Cola Playhouse, Janet Dean, Summer Playhouse. Credits for these shows and any others incompletely listed at press time are available upon request.

FRIDAY JULY 9

CHANCE OF A LIFETIME	DuM 10pm	Robert Monet (S) & others to be announced

SATURDAY JULY 10

ON THE CAROUSEL	WCBS 9am	Richard Himber (magic) & regulars
CAMERA THREE	WCBS 2pm	La Meri, Myra Kinch, Ralph McWilliams (all D), Walter Terry
Joe Palooka (Joe Kirkwood)	WABD 7pm	The Last Fight - with regulars & Frances Osborne, Jimmy Wilson, Jerry Lucas, William Tannen, Emmett Lynn, William Haade, Greg Barton, William O'Neill, Joey Ray; (SW & SD)
SATURDAY NIGHT REVUE	NBC 9pm	Ben Blue (C) & other regulars (FROM HOLLYWOOD)

SUNDAY JULY 11

COLGATE COMEDY HOUR	NBC 8pm	Martha Stewart (S), Bobby Van (D), Mary McCarty (S), Paul Lynde (C), Gene Sheldon (C); Prod & Dir by Bill Asher (H'WOOD)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Rosemary Clooney & Betty Clooney (S), Contestants for "Miss Universe", the Hammond Birds, Joan Holloway (D), the Four Lads (S), Romo Vincent (C), Pat Henning (C)
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	Dyeing Can Sometimes Be Deadly - (O) by Robert Nathe; with Chester Stratton, Scott Tennyson, Maxine Stuart, Gerald Milton

MONDAY JULY 12

Duffy's Tavern (Ed Gardner)	WNBT 7pm	Trip to Florida - with regulars & Carleton G. Young, Pamela Duncan, Dale Johnson, June Whitely; (SW & SD)
TALENT SCOUTS	CBS 8:30	Eileen Di Tullio (S), Gwen Deven (S), Don Senay (S)
VOICE OF FIRESTONE	ABC 8:30	Rise Stevens (S)
Public Defender (Reed Hadley)	CBS 9pm	Barbara Whiting, James Flavin, Ruth Lee Asher, Claudia Barrett, Sally Fraser, Bob Patten, Tom Irish, Gloria Donovan; (SW &SD)
ROBERT MONTGOMERY	NBC 9:30	Story on 11th Street - (O) by Elaine Carrington; with regulars & Kevin Coughlin; (SD)
STUDIO ONE SUMMER THEATRE	CBS 10pm	A Guest at the Embassy - (O) by Jerome Ross (from La Ronciere Case); with Nina Foch, Leslie Nielsen, Betsy Palmer, Paul McGrath, Madeline Clive, Beatrice Pons, Cora Witherspoon, Charles Quinliven, Solange Podell; (SD) by Allen Reisner
Adolphe Menjou's Favorite Story	WNBT 10:30	Out of Darkness - (O) by Stephen Crane, (A)-(SW); with Kay Morley, James Anderson, Gloria Eaton, Tom Irish, Mort Mills, Bill Phipps, Zon Murray; (SD)

TUESDAY JULY 13

ARTHUR MURRAY PARTY	NBC 8:30	Jack Carson, Denise Darcel, The Zoris (D)
CENTER STAGE	ABC 9:30	Golden Anniversary - (O) by Edward Harris Heth, (A) by Alvin Sapinsley; with Otto Kruger, Frances Starr, Janis Carter, Eddie Andrews, Hildy Parks, Audrey Christie, Richard Derr, Paul Stevens, Ned Wertimer; (SD)

TUESDAY JULY 13 (Cont'd)

SUSPENSE	CBS 9:30	Conversation at an Inn - (O) by Phyllis Bentley, (A) by Michael Dyne; with Maria Riva, Jacques Aubuchon, Mildred Natwick
DANGER	CBS 10pm	The Lion's Mouth - (O) by Albert Capa; with Everett Sloane, Keye Luke, Barbara O'Neil, Leona Powers, Monica Lovett; (SD)
THE NAME'S THE SAME	ABC 10:30	Arnold Stang replaces Roger Price as panelist
THE BLUE ANGEL	CBS 10:30	Jane Morgan (S), Mickey Deems (C), the Harmonicairs (M)

WEDNESDAY JULY 14

Wild Bill Hickok (Guy Madison)	WNBT 6pm	Homesteader's Rebellion - with regulars & Rory Mallinson, Pat Mitchell, Usa Ashdown, Almira Sessions; (SW & SD)
KRAFT TELEVISION THEATRE	NBC 9pm	An American Lyric - (O) by Robert Carson; with Maureen Stapleton, Carlo De Angelo, Joe Verdi, Felice Orlandi, Augusta Ciolli, Gloria Marlowe, Biff McGuire; (SD)

THURSDAY JULY 15

MELODY TOUR (Fisher-Freeman-Kenyon)	ABC 8pm	Richard Dyer-Bennett (S), Gregory & Strong (M&D), Rico Turchetti (M), Winged Victory Chorus & regulars
JUSTICE (Westbrook Van Voorhis)	NBC 8:30	Murder at Red Oaks - (O) by David Shaw; with Dick Foran, others to be announced; (SD)
KRAFT TELEVISION THEATRE	ABC 9:30	Petticoat Fever - (O) by Mark Reed, (A)-(SW); with Douglas Watson, Anthony Kemble-Cooper, Frances Robinson, Dodie Bauer, William Podmore, Joe Foley, Peter Chan; (SD)
Big Town (Pat McVey)	CBS 9:30	regulars & Skeets Gallagher, Ellen Corby, Gene Reynolds, Renny McEvoy, Bill Phillips, John Deering; (SW & SD)
THE MARRIAGE	NBC 10pm	regulars & Margaret Feury, William Redfield; (SW & SD)
THE TELLTALE CLUE	CBS 10pm	Anthony Ross as regular & others to be announced; (SW & SD)

FRIDAY JULY 16

Schlitz Playhouse	CBS 9pm	Showdown at Sunset - (O) by J. L. Bouma, (A) by Leonard Freeman; Tom Tully, Darryl Hickman, Jan Shepard, Robert Osterloh, William Challee, Robert North, Natalie Masters, Charles Seel; (SD) by Jus Addis
THE STRANGER (Robert Carroll)	DuM 9pm	(O) by Carey Wilber; with Bill Zuckert, Mike Kellin, Victor Thorley, Walter Burke; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY JULY 9 THRU FRIDAY JULY 16

TODAY (Will Rogers, Jr.)	NBC 7am	Thu - remote from Atlantic City, with Martin & Lewis, Dick Stabile Orchestra, others
BREAKFAST CLUB	ABC 9am	M thru F - Walter Kiernan is vacation substitute MC
GARRY MOORE	CBS 10am	W - Dana & Wood (C); F - Gil Lamb (C), Fletcher Peck (M)
STRIKE IT RICH (Warren Hull)	CBS 11:30	M - Lily Windsor (S), W- Roger Coleman (S); W (pm) - Jimmy Nelson (ventriloquist)
BOB KENNEDY	WPIX 3pm	M thru F - add regular Mary Osborne (S&M)
FUNNY BUNNY	WABD 5:30	M thru F - Sheila Copelan as "Penny" substitutes for vacationing Dick Noel for three weeks
SIX O'CLOCK REPORT	WCBS 6:05	M thru F - Mike Wallace substitutes for vacationing Bill Leonard for two weeks effective 7/4

Crown Theatre Gloria Swanson	WABC 6pm	Tu - Up Ferguson Way - (O) by Louis Bromfield, (A) by Richard Llewellyn; with Frances Rafferty, Russ Conway, Charles Watts, Jeff York, Lorna Thayer, Tom Holland, David Fresco, Robert Karnes, Michael Kowal, Faith Langley; (SD) by Bernard Girard Thu - My Last Duchess - (O) by Harriet Pratt, (A) by Kathleen Hite; with Swanson, Douglas Dumbrille, Denver Pyle, Janet Stewart, Morgan Jones, Joe Bautista, Dick Powers; (SD) by Harve Foster
Colonel March of Scotland Yard (Boris Karloff)	WABC	Tu (6:30pm) - Invisible Knife - listed in last week's report; W - (10pm) - The Stolen Crime - with Glyn Houston, Josephine Douglas, Amy Dalby, Walter Horsbrugh; (SW & SD)
MAGIC COTTAGE	WABD 6:30	M thru F - Al Ramsen, Ian Martin; (SW & SD)
TV'S TOP TUNES	CBS 7:45	W - Les Paul & Mary Ford (M&S)

SATURDAY JULY 17

STAGE SHOW (The Dorseys)	CBS 8pm	Jack E. Leonard (C), Tony Bennett (S), The De Marco Sisters (S), Los Gatos (acro), Trixie (juggler)

SUNDAY JULY 18

Roy Rogers (& Dale Evans)	NBC 6:30	Jailbreak - (O) by Polly James; with regulars & Rand Brooks, Nan Leslie, Douglas Evans, Gregg Barton, Terry Frost, Riley Hill, Harry Harvey; (SD)
Pepsi-Cola Playhouse (Anita Colby)	ABC 7:30	The Whistling Room - (O) by William Hope Hodgson, (A) by Howard J. Green; with Edmund Purdom, Barbara Bestar, Tyler MacDuff, Alan Napier, Charles Evans; (SD) by Axel Gruenberg
GOODYEAR TELEVISION PLAYHOUSE	NBC 9pm	Dear Harriet Heartthrob - (O) by Robert Alan Aurthur; with Elliott Reid, Leora Dana, Pat O'Malley, Betsy Palmer, Cora Witherspoon, Jane Moultrie, Raymond Bramley; (SD) by Delbert Mann
THE MAN BEHIND THE BADGE(Fred Uttal)	CBS 9:30	Dallas - (O) by David Harmon; with Cameron Prud'homme, Carl Betz, Charles Rae King, Alan Devitt, Tom Gorman, Jack Klugman, Ethel Owen, Joseph Foley, Sid Paul; (SD)
THE WEB	CBS 10pm	The Trouble With Diamonds - (O) by Sandy Sanderson; with Harry Townes, Joseph Buloff, Helen Shields, Bernard Grant, John Shellie; (SD)

N E W Y O R K T A L E N T A V A I L A B I L I T I E S

LILLIAN ROTH - comeback singer, author of I'll Cry Tomorrow - AGT: GAC, CI 7-7550

BARBARA BRITTON - "Mrs. North" - CONTACT: Leona Anson, PL 9-8250

ELEANOR STEBER - soloist at Berkshire Festival - PRESS: Walter Alford, PL 7-6938

NICOLE HENRIOT - pianist featured in Bastille Day program at Lewisohn Stadium on Wednesday - PRESS: Alix Williamson, CO 5-1758

SKEDGE MILLER - lauded in Salvation on a String at Theatre de Lys - PRESS: Marian Graham, MU 4-3314

LLOYD BRIDGES - replacing Franchot Tone in Oh, Men! Oh, Women! - PRESS: Ben Washer, MU 4-8088

LILO - vivacious French star of Can-Can - PRESS: Karl Bernstein, CI 6-0427

MELVILLE RUICK - featured in premiere cast of The Telltale Clue - MU 8-6600

HOWARD LINDSAY - actor-producer-playwright cited for Haven's End on U.S. Steel Hour - SA 2-4428

ART CARNEY - Gleason's side-kick - AGT: William McCaffrey, EL 5-1076

BRAMWELL FLETCHER - popular character actor - OR 4-0721

JOHN FORSYTHE - currently featured in Teahouse of the August Moon - AGT: MCA, PL 9-7500

GEORGE ROY HILL - Kraft Theatre writer and actor - AGT: Robert Lantz, PL 5-6850

STEFAN SCHNABEL - young character actor & linguist - MU 8-6600

CAROL OHMART - in Kismet - MGT: Carmel Myers, BU 8-8057

Ross Reports ON TELEVISION

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ASSOC ED: Alvin Sullum
BUS MGR: Marjorie Oxley

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Tuesday(20)

NBC- 9:30-10pm EDT; HIGHLIGHT; Fisher Body Craftsman's Guild Annual Scholarship Awards; from WWJ-TV(Detroit), no. of stations indefinite. Sponsor- Fisher Body Division, General Motors Corp thru Kudner Agency, Inc(NY). Pkgr- Kudner Agency, Inc; Prod- Kudner TV production staff. National awards ceremony of the 1954 model car competition from the Crystal Ballroom of the Masonic Temple. Announcement of the awards will be made for the first time on television, rather than at the preceding dinner as in previous years when the awards were then repeated for airing. James E. Goodman, president of the Guild and GM v.p. in charge of Fisher Body; C. F. Kettering, GM research consultant, and others will appear on the telecast. The program replaces Top Plays of 1954, one time only.

Wednesday(21)

CBS- 8-9pm EDT; DEBUT; Red Skelton Revue; from KNXT(H'wood), 85 stations live, 45 kine (Toni); 70 stations live; 23 kine (Frigidaire). Sponsors- (first half-hour) The Toni Company (Toni, Silver Curl, Tonette, Viv, Deep Magic, White Rain) thru Weiss & Geller, Inc(NY) (White Rain thru Tatham-Laird, Inc) - W & G Acct Execs- All product acct execs; Agcy Superv- Walter Hiller(H'wood) Comm Anncr- Steve Dunne (live & film); (second half-hour) Frigidaire Division, General Motors Corp thru Foote, Cone & Belding(Chi); Acct Exec- E. J. Collins. Pkgr- CBS-TV(H'wood); Exec Prod- Cecil Barker; Co-Prods- Doug Whitney & Jack Donohue; Dir- Jack Donohue; Music Dir- David Rose; Writers- Hal Goodman, Larry Klein, Al Gordon, Hal Goldman, Martin Ragaway. Red Skelton stars with his familiar characterizations in a musical-variety-revue, featuring the Redettes, four singing-dancing girls, and weekly guest stars. Skelton will also occasionally star in dramatic sketches and variety numbers. Program replaces Arthur Godfrey and his Friends in this time spot for the summer, thru Sept 8; then on Sept 21, the Red Skelton Revue moves to Tuesday, 8-9pm EDT for the fall season.

Thursday(22)

CBS- 8-8:30pm EDT; DEBUT; What's in a Word?; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS-TV(NY); Prod- Peter Arnell; Dir- Lamar Caselli. Panel quiz show with Clifton Fadiman as moderator and regular panelists Faye Emerson, Audrey Meadows, Jim Moran and Mike Wallace. The quiz is based on a word association rhyme game in which the panel attempts to guess a simple rhyme through questions based on word cues and association. Program replaces Meet Mr. McNutley for the summer, with the latter returning Sept 16.

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

OTHER NETWORK CHANGES & ADDITIONS

CBS- Crossroads in Asia; DEBUT July 18; Sun, 6:30-7pm EDT; from WCBS-TV(NY), to the net. Sustaining. Pkgr- CBS-TV Public Affairs; Prod- George Crothers; Dir- Stuart Strand. Panel of newspaper correspondents, with Lyman Bryson as moderator, interviews a guest each week on various phases of the overall topic -- U.S. relations with Communist China. Program is first in a limited series replacing Man of the Week in this time spot for the time being.

NBC- Youth Wants to Know (Sat, 7:30-8pm EDT) New day and time, effective July 17. Program was previously seen Sun, 1-1:30pm EDT. Replaces kine re-runs of Ethel and Albert during summer hiatus of latter program.

A Time to Live (Mon thru Fri, 10:30-10:45am EDT) Change heroine's name to "Kathy Byron," played by Pat Sully. Character was previously named "Julie Byron." (See page 108 for original credits).

Bank on the Stars (Sat, 8-8:30pm EDT) Jimmy Nelson (& Danny O'Day) is m.c., effective July 17, replacing Bill Cullen. Al De Caprio is now director, succeeding Craig Allen; Mac Shopnick is music director, succeeding Ivan Ditmars.

NEW NETWORK SPONSORSHIPS

HAZEL BISHOP, INC thru Raymond Spector, Co, Inc(NY) and the SUNBEAM CORPORATION thru Perrin-Paus Co(Chi) will sponsor 45 minutes of each of 10 "color spectaculars" every fourth Sunday,7:30-9pm EDT over NBC-TV, beginning Sept 12. REYNOLDS METALS CO thru Russell M. Seeds, Co., Inc(Chi) will sponsor three complete programs. OLDSMOBILE DIVISION, GMC, thru D. P. Brother & Co., Inc(Detroit) will sponsor the Saturday series of spectaculars, every fourth week over NBC-TV, from 9-10:30pm, while FORD MOTOR CO and RADIO CORP of AMERICA, both thru Kenyon & Eckhardt(NY) will share sponsorships of the every fourth Monday spectaculars, 8-9:30pm.

GENERAL MILLS, INC thru Batten, Barton, Durstine & Osborn, Inc(Minn) will sponsor the 2:15-2:30pm segments, Wednesday and Fridays, of the Robert Q. Lewis Show (Mon thru Fri, 2-2:30pm, effective July 26) over CBS-TV, effective Sept 1. C. A. SWANSON & SONS thru Tatham-Laird, Inc(Chi) will sponsor the Thurs, 2:15-2:30pm segment of the Lewis show, effective August 5. S. C. JOHNSON & SON, INC., thru Needham, Louis & Brorby, Inc(Chi) will sponsor the Thurs, 2-2:15pm segment, effective Sept 9. HELENE CURTIS INDUSTRIES, INC., thru Earle Ludgin, Inc(Chi) will sponsor the Tue, 2:15-2:30 pm segment, effective Sept 7. (Current sponsor THE BEST FOODS, INC. thru Dancer-Fitzgerald-Sample, Inc(NY) continues its sponsorship of the Wed, 2-2:15pm segment).

LOCAL STATION ACTIVITY

WNBK(Ch 3) Cleveland - Carlings Open Golf Tourney; HIGHLIGHT July 16, 17; Sat, 4:30-5:30pm EDT; Sun, 5-6pm EDT. Sponsor- Osco Steel Corp. Pkgr & Prod- WNBK. WNBK Sports Director Tom Manning and golfer Lawson Little do the commentary for the Carlings Open at Manakiki Country Club, including the finals and the championship cup presentation on Sunday. Leading golfers will be interviewed.

KNXT(Ch 2) Los Angeles - Heart of Hollywood; DEBUT July 13; Tue & Thurs, 11-11:15pm. Pkgr & Prod- KNXT. Army Archerd presents news of the entertainment world via commentary and film clips, and interviews show business people.

KNXT - My Big Moment; DEBUT July 15; Thurs, 10:30-11pm PDT. Sustaining. Richard Arlen stars as m.c.-host for a series featuring news stories told by the people who made them; in the majority those with human interest or heart tug angles. The studio audience judges the best story on the program and the "star" of the story wins prizes and a trip to Las Vegas.

NATIONAL BROADCASTING COMPANY, INC.

KTTV(Ch 11) Los Angeles - Rhythm and Blues (Wed, 11:15-11:45pm PDT) Cancelled after one performance because sponsor allegedly did not sign agreement for program. (See page 113)

LOCAL FILM SERIES -- DEBUTS & RE-RUNS
(New York, Chicago & Los Angeles)

STA & CHAN	SERIES TITIE & DISTRIB	SPONSOR & AGENCY	START DATE	DAY	TIME
New York					
WPIX(11)	*"Guided Tour" (H'wood TV Productions)	-Not available for sponsorship	7/18	Sun	11:45-12noon
Los Angeles					
KNBH(4)	*"Foreign Intrigue" (J. Walter Thompson)	-Maier Brewing Co(Brew 102) thru Enterprise Adv Agcy	7/9	Fri	10-10:30pm
KNXT(2)	#"Tales of Tomorrow" (The Teevee Co)	-Fletcher Jones Chevrolet	7/16	Fri	10:30-11pm

*First run in market #Re-runs (Tales of Tomorrow, syndicated kines of former live network show - ABC)

FILM PACKAGES

STORIES OF THE CENTURY CURRENT(Hollywood); adventure series with Western locale, featuring Jim Davis as railroad detective Matt Clark and Mary Castle as undercover agent Frankie Adams; running parts in adventures with outlaws and renegades during the late 19th century; 52 half-hour films; available thru syndication. Cost range open. Pkgr-Prod- Studio City TV Productions, Inc., (Republic), 4024 N. Radford Ave., North Hollywood, Cal; Assoc Prod- Edward J. White; Dir- William Witney (cq); Asst Dir- Arthur Vitarelli; Writers- Various; Art Dir- Frank Arrigo; Sets- John McCarthy, Jr., Perry Murdock. Dist- Hollywood Television Service, Inc, 4020 Carpenter St., N. Hollywood, Cal. SUnset 3-8807; offices in all major cities. (West Coast distribution rights were purchased by Station KTTV, Los Angeles, and sponsorships have been sold in L.A., Seattle, Portland, Spokane, Boise, Twin Falls and Idaho Falls).

FILM DIGEST: Shooting for the fall series of The Ray Bolger Show begins July 24 at Motion Picture Center, Hollywood, with new featured players and a new production staff. Marjie Millar will play romantic interest opposite Bolger, with other new cast members including Charlie Cantor and commedienne Chris Nelson. Richard Erdman returns as Bolger's sidekick, and dancer-choreographer Sylvia Lewis is also in the new series. Producers Stanley Shapiro and Paul Henning will share writing chores with Maurice Richlin and Fred Fox, while the series will be directed by John Rich.....Ken Englund, Charles Hoffman and John Greene will do the scripts for the Dear Phoebe series on the West Coast.

NEWS AND COMMENT: Jack Gould appointed information adviser of the Columbia Broadcasting System, Inc., following his resignation as radio-TV editor of The New York Times. He reports to his new post August 2.. .....Gerald Mohr has been signed by Sheldon Reynolds for the leading role in his new series of Foreign Intrigue films.....International Harvester Co thru Leo Burnett Co., Inc will sponsor Halls of Ivy, the new Ronald Colman-Benita Hume series to be produced by TPA, reputedly the highest budget telefilm series yet planned.....Volume Three of "The Best Television Plays," edited by William I. Kaufman, has just been published by Merlin Press, Inc., N. Y. (366 pages, $6.00). The volume includes complete scripts and camera directions for seven plays, plus four articles.....Advance announcements and estimates indicate that regular and special network color telecasts during the fall season may total about 5 to 5½ hours weekly (NBC & CBS).

TALENT SHOWSHEET JULY 19-25, 1954

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Credits for these shows or any others incompletely listed at press time are available upon request.

FRIDAY JULY 16

WHO'S THE BOSS?	WABC 8:30	kill: Walter Kiernan; add: Mike Wallace, MC
CHANCE OF A LIFETIME	DuM 10pm	Mary Sullivan (S), Robert Monet (S)

SATURDAY JULY 17

ON THE CAROUSEL	WCBS 9am	Polly & Jimmy Rogers (D), Kin Platt (cartoonist)
Range Rider (Jack Mahoney) (Dick West)	WNBT 6:30	Sealed Justice - (O) by Robert Schaefer & Eric Freiwald; with Barbara Stanley, Marshall Reed, Al Wyatt, Terry Frost, Kermit Maynard, Chief Yowlachie, Pat O'Malley, Steve Clark; (SD)
The Joe Palooka Story (Joe Kirkwood & Cathy Downs)	WABD 7pm	Clyde's Mistake - (O) by Eddie Davis & DeVallon Scott; with regulars & Patsy Moran, Lila Bliss, Bill Rodovich, Isobel Dwan; (SD)
BANK ON THE STARS	NBC 8pm	kill: Bill Cullen as MC; add: Jimmy Nelson as MC
SATURDAY NIGHT REVUE (Albert & Young)	NBC 9pm	regulars & Danny Hoctor & Betty Byrd (D), Dick & Gene Wesson (impressionists) (FROM HOLLYWOOD)

SUNDAY JULY 18

COLGATE SUMMER COMEDY HOUR	NBC 8pm	Kaye Ballard (C-S), Jules Munshin (C), Jonathan Lucas (D), Heather-Jo Taferner (Miss New York City of 1954), Betty Madigan (S)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Vaughn Monroe (S&M), Carol Haney (D), Doretta Morrow (S), Rafael Mendez (M), Gautier's Steeplechase
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	Live Bait - (O) by Philip S. Goodman; with regulars & Treva Frazee, Michael Garrett, Ken Konopka, Elaine Joyce; (SD)

MONDAY JULY 19

Duffy's Tavern (Ed Gardner)	WNBT 7pm	Archie the Hero - with regulars & Lyle Talbot, Fay Roope, Herb Vigrain, Alan Bridge; (SW & SD)
George Burns & Gracie Allen	CBS 8pm	regulars & Grandon Rhodes, Sarah Selby, Mildred Doff, Richard Bauman
VOICE OF FIRESTONE	ABC 8:30	Thomas L. Thomas (S)
TALENT SCOUTS	CBS 8:30	Jeff Carter (S), Georgia Carr (S), Humdingers (S)
Public Defender	CBS 9pm	Escape - (O) by Marianne Mosner; with Brett King, Peter Hansen, John Banner, Anne Kimball, Sue Casey, Harry Lewis, Sally Mansfield; (SD)
ROBERT MONTGOMERY	NBC 9:30	It Happened in Paris - (O) by Eileen & Robert Mason Pollock; with Orson Bean, Earl Hammond, Marcel Hillaire, Eddie Laurence Margaret Hamilton, Noel Tinault, Ralph Hertz, Kip Gaylor & regulars; (SD)

MONDAY JULY 19 (Cont'd)

STUDIO ONE SUMMER THEATRE	CBS 10pm	Home Again, Home Again - (O) by Elizabeth Hart; with Janice Rule, Mark Roberts, Robert H. Harris, Mercer McLeod, Lois Holmes, Hildegarde Halliday, Arthur Storch, Naomi Riordan, Raymond Greenleaf, Pat Sales, Peter Ostroff, Ken Renard; (SD) by Byron Kelly
Adolphe Menjou's Favorite Story	WNBT 10:30	Decision - (O) by Stephen Crane, (A)-(SW); with Menjou, Christine Larson, Bill Phipps, Harry Lauter, Dick Crane, Stapleton Kent; (SD)

TUESDAY JULY 20

ARTHUR MURRAY PARTY (Kathryn Murray)	NBC 8:30	Robert Cummings, Evelyn Knight (S), Robert Clary (S)
SUSPENSE	CBS 9:30	Once a Killer - (O) by Gertrude Schweitzer, (A) by James P. Cavanagh; with Lenka Peterson, Martin Brooks, Michael Strong, John Shay; (SD)
UNITED STATES STEEL HOUR	ABC 9:30	A Garden in the Sea - (O) by Henry James (from The Aspern Papers), (A) by Michael Dyne; with Dorothy McGuire, Henry James, Mildred Natwick, Donald Murphy; (SD)
DANGER	CBS 10pm	Never Come Home - (O) by Kate Nickerson; with John Emery, Barbara Britton, Leslie Nielson, Eileen Letchworth; (SD)
THE BLUE ANGEL(Bean)	CBS 10:30	Trude Adams (S), The Three Flames (S), Leo De Lyon (C), Becker & James (D)

WEDNESDAY JULY 21

Wild Bill Hickok (Guy Madison)	WNBT 6pm	The Masked Riders - with regulars & John Crawford, Bill Hale, Kristine Miller, Ed Clark; (SW & SD)
RED SKELTON	CBS 8pm	Liberace (M), the Amin Brothers (acro), chorus line from Sahara Hotel, Las Vegas (PREMIERE, NEW SERIES, FROM H'WOOD)
KRAFT TELEVISION THEATRE	NBC 9pm	Knight in a Business Suit - (O) by George Lowther; with Valerie Cossart, Arthur O'Connell, Toni Hallaran, Douglas Cummings; (SD)

THURSDAY JULY 22

MELODY TOUR (Nancy Kenyon)	ABC 8pm	regulars & Gene Krupa (M), Cozy Cole (M), Peter Gladke (D), Rico Turchetti (M), Roberts & Walker (S)
JUSTICE (Westbrook van Voorhis)	NBC 8:30	Ride with Fear - (O) by George Bellak; with Nina Foch, Phil Abbott, Eddie Firestone, Allen Nourse, Sidney Pollack, George Bellak, Ann Summers; (SD)
KRAFT TELEVISION THEATRE	ABC 9:30	Forty Weeks of Uncle Tom - (O) by George Baxt; with Carl Reiner, Joey Grey, Nydia Westman, Polly Rowles, Jack Warden Robin Morgan, Anthony Francioso, Dolores Mann, Michael Dreyfuss
Big Town (Pat McVey)	CBS 9:30	James Cardwell, Thomas B. Henry, John Dehner, Jeanne Cagney, Richard Cutting; (SW & SD)
THE MARRIAGE	NBC 10pm	regulars & Floyd Buckley; (SW & SD, COLOR)
THE TELLTALE CLUE (Anthony Ross)	CBS 10pm	The Lady of the Lake - with George Macready, Parker Fennelly, Betty Garde; (SW & SD)

FRIDAY JULY 23

Schlitz Playhouse	CBS 9pm	The General's Boots - (O) by John Q. Copeland; with Basil Rathbone, John Dehner, Melville Cooper, Robin Hughes, Frank Hagney, Jack Carol; (SD) by Roy Kellino
THE STRANGER (Robert Carroll)	DuM 9pm	(O) by Nelson Gidding; with Adrienne Dayan, Bruce Gordon, David Orrick, Don Mayo; (SD)

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY JULY 16 THRU FRIDAY JULY 23

BREAKFAST CLUB	ABC 9am	M thru F - Dennis James substitutes for Don McNeill as MC
A TIME TO LIVE (Pat Sully)	NBC 10:30	M thru F - add regulars: Zora Alton, Barbara Foley; (SW & SD, FROM CHICAGO)
GARRY MOORE	CBS 10am	Tu - Don Adams (C); W - Zippy(chimp); F - Dr. Franz Polgar (hypnotist), Denny Desmond (C)
STRIKE IT RICH(Hull)	CBS 11:30	M - Butterfly McQueen; W - Betty Reilly (S); F - D'Artega (M)
Tex and Jinx Summer Theatre	WNBT 2pm	M thru F - Allyn Edwards substitutes for vacationing Tex and Jinx effective 7/12 until 9/9; program uses feature films reverting to live format at that time
BOB KENNEDY	WPIX 3pm	M thru F - add regular: Cozy Cole (M)
BOB CROSBY	CBS 3:30	M thru F - Carol Richards (S) substitutes for Joan O'Brien this week only (FROM HOLLYWOOD)
Crown Theatre - Gloria Swanson	WABC 6pm	Tu - The House - (O) by Jack Patrick; with Selena Royle, Virginia Brissac, William Lester, Peggy Webber, Ted Stanhope, Sam Flint, Adrienne Marden, James Hayward, Edward Clark, Bud Rae; Prod & Dir by Bernard Girard; Thu - Was it Red - (O) by Leon Abrams; with Gigi Perreau, Frank Ferguson, Robert Osterloh, Barbara Woodell, Michael Hall, Gayne Whitman, Herbert Heyes, Fay Roope, Phil Rich, Richard Keene, Elaine Sterling; Prod & Dir by Harve Foster
MAGIC COTTAGE	WABD 6:30	Ruth White, Lionel Wilson; Hal Cooper (writer-producer of show) substitutes for Pat Meikle on 6-wk maternity leave
Colonel March of Scotland Yard(Boris Karloff)	WABC	Tu (6:30) - Hot Money - cast list not available; W (10pm) - The Case of the Misguided Missal - with Jane Griffiths, John Arnatt, Chan Canasta, Antony Newley, Trader Faulkner
The Files of Jeffrey Jones(Don Haggerty)	WABC 6:30	M - Malibu Merry-Go-Round - (O) by George Bricker; with Pierre Watkin, Eve Whitney, John Davis, Margaret Hedin, Angela Stevens; Dir by George Blair; W - Holiday with Murder - (O) by George Bricker; with Florence Bates, Brad Johnson, Camille Pickett, Harry Lewis, Karen Sharpe, Jill Richards, Jack Lomas; (SD) by Lew Landers; F - The Alligator Laughed - (O) by Warren Douglas; with Claudia Barrett, Phil Tead, Pat Wright, Ralph Sanford, Claire Meade, Dale Van Sickel; (SD) by Landers
RAIN OR SHINE	WCBS 7:25	M thru F - Peter Thomas substitutes for vacationing Carol Reed for 2 weeks
ELEVENTH HOUR NEWS	WNBT 11pm	M thru F - Kenneth Banghart substitutes for vacationing John K. M. McCaffery until 7/29

SATURDAY JULY 24

Range Rider (Jack Mahoney & Dick West)	WNBT 6:30	Marked Bullets - (O) by Norman S. Hall; with regulars & Don Harvey, Harry Cheshire, Christine McIntyre, Eddie Cobb, George De Normand, Al Wyatt; (SD)
The Joe Palooka Story (Joe Kirkwood & Cathy Downs)	WABD 7pm	The Big Switch - (O) by Charles R. Marion & Clark Reynolds, (A) by Charles R. Marion; with regulars & Lucille Barkley, Paul Cavanaugh, Lyn Guild, Chuck Hicks; (SD)
SATURDAY NIGHT REVUE	NBC 9pm	Cesar Romero, George Gobel (C); Eddie Albert on leave for three weeks (FROM HOLLYWOOD)

SUNDAY JULY 25

Roy Rogers (& Dale Evans)	NBC 6:30	Doc Stevens' Traveling Store - (O) by Al DeMond & Ray Wilson; with regulars & Ferris Taylor, Wheaton Chambers, Peggy Stewart, Red Morgan, Zon Murray, Harry Harvey, Stanley Andrews
COLGATE SUMMER COMEDY HR	NBC 8pm	Sheree North (D), others to be announced; (FROM HOLLYWOOD)
ON THE BOARDWALK	ABC 8pm	Walter Kiernan substitutes for Paul Whiteman
PHILCO TELEVISION PLAYHOUSE	NBC 9pm	The Catamaran - (O) by J. P. Miller; with Cloris Leachman, Patrick O'Neil, Barbara O'Neil, Howard St. John, Carson Woods

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ASSOC ED: Alvin Sullum
BUS MGR: Marjorie Oxley

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Friday(30)

NBC- 10:30-10:45pm EDT; DEBUT; Greatest Moments in Sports; from WNBT(NY), no. of stations indefinite. Sponsor- Mutual of Omaha (Mutual Benefit Health & Accident Assn) thru Bozell & Jacobs, Inc(Omaha); Acct Exec- Frank Miller; Agcy & Comm Superv- Harold Fair(NY); Comm Anncr- Walter Kiernan (commercials will include interviews with policy holders or policy beneficiaries). Pkgr- Lester Lewis Associates; Prod- Jerry Franken(Lewis); Prod Superv- Lindsey Nelson(NBC); Dir- Martin Hoade; Writer- Barney Nagler. Walter Kiernan is host, interviewing famous guests, with integrated film clips of memorable moments in every major sport, from hockey to horse racing. The program will continue in the fall, following the Friday night fights which return on a regular weekly basis on Sept 3, with Greatest Moments following immediately after the completion of the fights on a flexible schedule which may range from 10:30 or 10:45 to 11pm. (A similar program, It Happened in Sports, with Bud Palmer as host, was on NBC as a sustainer in the same spot last summer, debuting July 3, 1953). Greatest Moments in Sports replaces Greatest Fights of the Century film series which had its last showing July 23.

Sunday(Aug 1)

CBS- 6-6:30pm EDT; NET DEBUT; Now and Then; from KNXT(H'wood), to the net. Sustaining. Pkgr- CBS-TV(H'wood); Prod- William Whitley(KNXT); Dir- Bill Alcine(KNXT). Dr. Frank C. Baxter, professor of English Literature at the University of Southern California, takes viewers through the world of literature, old and new; reviewing great events and outstanding eras in the recorded history of man, illustrating his commentary with works of art, models and manuscripts. The program made its local debut over KNXT on June 27 (See page 100). It will be presented for six weeks on the net in its current spot, then move to a new Sunday time. It replaces The American Week in its current time spot.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Twenty Questions (Tue, 8:30-9pm EDT) New production credits: Creator- Fred Van Deventer; Pkgr & Prod- George Elber(NY); Dir- Bill McCarthy(J. Walter Thompson) (See page 109).

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

OTHER NET CHANGES(Cont'd)

CBS- Pantomime Quiz (Fri, 8-8:30pm EDT) Add panel members: Rocky Graziano, Robert Clary; plus previous regulars Peter Donald, Jackie Coogan, Dorothy Hart, Mona Knox. Also add director Allen Reisner. (See page 110).

The Blue Angel (Tue, 10:30-11pm EDT) Don Appell is producer-director, effective July 27, succeeding Burt Shevelove.

DuM- Johns Hopkins Science Review (Thu, 8:30-9pm EDT) New time, effective July 29.

NBC- Who Said That? (Mon, 10:30-11pm EDT) Last show July 19. No net service.

The Marriage (Thu, 10-10:30pm EDT) Marc Daniels became director effective with the July 22 program, succeeding Jack Garfein.

NEW NETWORK SPONSORSHIPS

HUDNUT SALES CO, INC(Richard Hudnut - Quick home permanent) thru Kenyon & Eckhardt (NY) will be alternate sponsor of Your Hit Parade over NBC-TV, Saturdays, 10:30-11pm beginning Sept 18. AMERICAN TOBACCO CO thru Batten, Barton, Durstine & Osborn, Inc continues as regular alternate sponsor, beginning with the program's return Sept 11.

CARTER PRODUCTS, INC (Arrid & Rise) thru Sullivan, Stauffer, Colwell & Bayles, Inc; (Little Liver Pills) thru Ted Bates & Co will be alternate sponsor of Name That Tune over CBS-TV, Thursdays, 10:30-11pm, beginning either Sept 2 or 9. AMERICAN HOME PRODUCTS CORP - WHITEHALL PHARMACAL CO(Various products) thru The Biow Co, Inc will be alternate sponsor.

LOCAL STATION ACTIVITY

WPIX(Ch 11) New York - Kathy Godfrey and the News; DEBUT July 26; Mon thru Fri, 2:55-3pm EDT. Sustaining. Pkgr-Prod- WPIX News Dept; Dir- Mike Meltzer; Writer- Mrs. Marny Nichols Fulton(WPIX). News program featuring highlights of and for women, with integrated UP Movietone newsfilm and AP wirephotos.

WBZ-TV(Ch 4) Boston - Swan Boat; DEBUT July 26; Mon thru Fri, 9-10am EDT. Participations. Pkgr- WBZ-TV; Prod- George Moynihan(WBZ-TV). New live musical and variety show, featuring vocalists Cindy Lord and Lindy Doherty, with Nelson Bragg as host. Other featured performers are pianist Mike Dinapoli; newscaster Jack Chase with a five-minute newscast during program daily, Dick Kilbride in humorous and character sketches, Polly Huse as woman's commentator with homemaking features and "Miss Nancy," a nine-month-old baby to be presented in a specially-designed set. The program will include features for children, including a daily cartoon film.

KNXT(Ch 2) Los Angeles - The Mae Williams Show; SCHEDULE CHANGE July 20; Tue, 10:30-11pm PDT. Pkgr- KNXT; Prod & Writer- Al Burton; Dir- Alex Runciman. Musical program starring vocalist Mae Williams, was formerly seen Saturday, 12midnight-12:30am(Sunday). (See page 77).

KNXT - Hollywood Exclusive; TITLE CHANGE effective July 15; Tue & Thurs, 11-11:15pm. New title for Heart of Hollywood (See page 119).

KTTV(Ch 11) Los Angeles - Los Angeles Rams Football Games, will be presented on film beginning early in September (12 conference and 4 exhibition games) under the sponsorship of San Francisco Brewing Corp(Burgermeister Beer) thru Reinhardt Advertising, Inc(S.F.). Sportscasters Bob Kelley and Jim Healy will be commentators(Healy when Kelley is on the road).

LOCAL FILM SERIES -- DEBUTS & RE-RUNS

(New York, Chicago & Los Angeles)

STA & CHAN	SERIES TITLE & DISTRIB	SPONSOR & AGENCY	START DATE	DAY	TIME
Chicago					
WBBM-TV(2)	#"Orient Express" (National Telefilm Assoc)	-Color-stone (no other info available	7/26	Mon	11-11:30pm
Los Angeles					
KNXT(2)	*"Lash of the West" (Nat'l TV Films)	-Sustaining	7/16	Fri	7-7:15pm
	*"Adventures of Noah Beery, Jr" (United Producers Distributors)	-Sustaining	7/16	Fri	7:15-7:30pm
KTTV(11)	#"Play of the Week" (Nat'l Telefilm Assoc)	-Participations	7/16	Fri	8-8:30pm

*First run in market #Re-runs

RATINGS DIGEST

ONCE WEEKLY PROGRAMS EVENING, SPONSORED (Net - Film or Live)	NATIONAL NIELSEN 2 weeks end June 26 Homes(000)	Homes(%)	U.S. PULSE TV May 1-7 / June 1-7 JUNE	JULY	TRENDEX Week July 1-7 JULY
I Love Lucy(CBS-F)	(1) 13,486	(1) 45.7	(1) 48.0	(1) 46.3	# (a)
Dragnet(NBC-F)	(2) 10,812	(3) 37.4	(2) 45.0	(2) 43.3	(7) 22.5
This Is Your Life(NBC-L)	(3) 10,749	(2) 39.3	*	*	(6) 23.1
Blue Ribbon Boxing(CBS-L)	(4) 9,872	(5) 33.9	*	*	*
Ford Theatre(NBC-F)	(5) 9,395	(4) 34.2	(8) 33.1	(5) 32.4	*
Toast of the Town(CBS-L)	(6) 8,783	(7) 31.3	*	(6) 32.1	(5) 23.7
Red Buttons(CBS-L)	(7) 8,758	(8) 31.3	*	*	#
Jackie Gleason Show(CBS-L)	(8) 8,742	(6) 31.8	(4) 37.4	(4) 38.2	#
Gillette Cavalcade(NBC-L)	(9) 8,553	(9) 30.6	*	*	#
Godfrey & Friends(CBS-L)	(10) 8,467	*	*	(9) 30.2	(3) 24.7
You Bet Your Life(NBC-F)	*	*	(3) 40.3	(3) 38.6	*
Colgate Comedy Hour(NBC-L)	*	*	(5) 35.7	*	*
Godfrey Talent Scouts(CBS-L)	*	(10) 29.9	(6) 34.4	(10) 30.0	(1) 25.9
Buick-Berle Show(NBC-L)	#	#	(7) 33.6	#	#
Bob Hope(NBC-L)	#	#	#	(7) 31.8	#
Our Miss Brooks(CBS-F)	*	*	(9) 31.8	(8) 31.2	(9) 20.6
Your Show of Shows(NBC-L)	#	#	(10) 30.9	*	#
Public Defender(CBS-F)(Monday)					(2) 25.3 (a)
What's My Line(CBS-L)	*	*	*	*	(4) 24.5
Public Defender(CBS-F) (Thursday)	*	*	*	*	(8) 22.0
Masquerade Party(CBS-L)	#	#	#	#	(10) 20.0

CODE: *Not placed in first ten in survey #Not on air during survey week
(a) Public Defender, moved from Thurs to Mon, replacing I Love Lucy on July 5
Numbers in parentheses denote placement in each survey list. NOTE: U. S. Pulse TV and Nielsen are national surveys; Trendex is a 10-city survey. See page 101 for previous digest.

NEWS AND COMMENT: Helen Traubel has been signed to an exclusive contract for television by CBS Television for the season beginning in the fall... ...The NBC announcement that it will have studios permitting the production of 12 to 15 hours of live color programs weekly in the fall has already been misinterpreted by stations and others. NBC has not announced plans to telecast anything near that total. Only stated color telecasts are the 90-minute spectaculars, the mobile unit specials and the possibility that The Marriage will remain after the summer.....Bill Balaban named supervisor of all daytime programming for WABC-TV(NY) .....Robert Wald named executive director of Teleprograms, Inc(NY) and producer of American Inventory for the returning fall series, replacing William Hodapp, who resigned from the positions May 31. The NBC program operates under a Sloan grant.

TALENT SHOWSHEET JULY 26-AUGUST 1, 1954

Most of the shows on July 23, 24, 25 were listed in last week's report. Changes & additions are included here for the record. Multiple and across the board shows are grouped together after the listing for Friday, July 30. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, inderlined.

Since credits for the following programs were listed fully at the time of their original showing, they are not listed below in their current re-runs or summer replacement re-runs: My Little Margie, Gene Autry, Roy Rogers, Top Plays of 1954, Mr. and Mrs. North, Four Star Playhouse, I Married Joan, Campbell Soundstage, Big Town, Mark Saber, General Electric Theatre, Foreign Intrigue, The Hunter, The Plainclothes Man, Pepsi-Cola Playhouse, Janet Dean, Summer Playhouse, The Best in Mystery, Topper.

Credits for these shows or any others incompletely listed at press time are available upon request.

FRIDAY JULY 23

PANTOMIME QUIZ (Mike Stokey)	CBS 8pm	regulars: Rocky Graziano, Mona Knox, Dorothy Hart, Robert Clary Jackie Coogan, Peter Donald
CHANCE OF A LIFETIME	DuM 10pm	Mary Sullivan (S) & others to be announced

SATURDAY JULY 24

SIX O'CLOCK REPORT	WCBS 6:05	kill: Bill Leonard; add: George Bryan
Mr. District Attorney (David Brian)	WCBS 7pm	Nicholas Coster, Fred Sherman, Jack Carol, Willard Sage, Jack Lomas, Norman Rainey, Hugh Boswell, Harry Brown, Troy Melton
STAGE SHOW (Dorsey Brothers)	CBS 8pm	The McGuire Sisters (S), Henny Youngman (C), Betty Reilly (S), the Clark Brothers (D), the DeMattiazzis (novelty)
SATURDAY NIGHT REVUE	CBS 9pm	kill: George Gobel (C); Cesar Romero subs for Eddie Albert; regulars including Ben Blue (C) (FROM HOLLYWOOD)

SUNDAY JULY 25

COLGATE SUMMER COMEDY HOUR	NBC 8pm	Bobby Van (D), Jack Prince (C&S), Pearl Bailey (S); kill: Sheree North (D), Gene Sheldon (C); (O) by David Gregory (H'D)
ON THE BOARDWALK	ABC 8pm	Walter Kiernan subs for Whiteman; The Beys (S&M), Leslie Dreyer(M), Joanne Davis (M) The Rudleys (teeterboard & adagio)
TOAST OF THE TOWN	CBS 8pm	Tong Il Han (M), U. S. Air Forces Talent
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	Death Dive - (O) by Gene Watts; with regulars & Diana Herbert, Bill Mason, James Bender, William Sharon, Kaie Deei; (SD)
THE MAN BEHIND THE BADGE(Fred Uttal)	DuM 9:30	Long Island - (O) by David Harmon; with Harry Townes, Ruth Yorke, Mason Adams, Robert Lieb, Joe Helgeson, Billy Greene, Jack Sheehan, Ernest Parmentier, Floyd Ennis; (SD)
THE WEB	CBS 10pm	A Name for Death - (O) by Sigmund A. Stoler; with Leora Dana, Frederic Worlock, Charles Nolte, Mary Alice Moore, Russell Hicks, Lee Bergere, Merrill E. Joels, Myrtle Hebard, Gwilym Williams; (SD) by Lela Swift

MONDAY JULY 26

Duffy's Tavern (Ed Gardner & Pattee Chapman)	WNBT 7pm	Gems from the Diamond Country - with regulars & Fortunio Bonanova, Tom Kennedy, William Yetter, James Burke, Lou Leonard, Pitt Herbert, Harry Tyler, George E. Stone; (SW & SD)
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30	Joey Carter (C), Cornell Wiley's "Dozier Boys" (S&M), Ann Warren (S)
VOICE OF FIRESTONE	ABC 8:30	Elaine Malbin, Robert Rounseville (both S)
Public Defender (Reed Hadley)	CBS 9pm	High Stakes - (O) by Howard J. Green; with Steve Brodie, Frank Marlowe, Randy Stuart, Roland Varno, Bill Kennedy, Alan Dexter, Nan Leslie, Lyle Talbot, Norman Keats, Mike Ragan; (SD)

MONDAY JULY 26 (Cont'd)
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ROBERT MONTGOMERY	NBC 9:30	Patricia - (O) by Thomas W. Phipps; with regulars & Katherine Anderson; Dir by Perry Lafferty
STUDIO ONE SUMMER THEATRE	CBS 10pm	The Hero - (O) by Edgar Marvin; with James Gregory, Joey Walsh, Ray Walston, Bethel Leslie, William Keene, John Kellogg, Harry Clark, Joe Hasel; (SD) by George Gould
Adolphe Menjou's Favorite Story	WNBT 10:30	The Little Regiment - (O) by Stephen Crane,(A)-(SW); with Russ Conway, John Doucette, John Phillips, William Boyett, Tony Rock, Troy Melton, Duane Thorsen, Tom Carr; (SD)

TUESDAY JULY 27
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Janet Dean, R. N. (Ella Raines)	WNBT 8pm	Jinx Nurse Case - (O) by Cameron Kay; with Ralph Sumter, Ralph Stantley, Wayne Carson, John Hudson, Ann Sargent, Betsy Palmer, Lenore Lonergan, Richard Davalos, John Dutro, Laurinda Barrett; (SD)
THE GOLDBERGS	DuM 8pm	regulars & Phil Arthur; (SW & SD)
ONE MINUTE, PLEASE	DuM 8:30	Allyn Edwards subs as MC for John K. M. McCaffery
ARTHUR MURRAY PARTY	NBC 8:30	Vaughn Monroe (S), Evelyn Knight (S), Oldfield & Ware (C)
CENTER STAGE	ABC 9:30	Lucky Louie - (O) by Jack Kelsey; with Elliott Reid, Doro Merande, Charles Dingle, Gaby Rodgers, Margaret Hamilton, Edgar Stehli, Malcolm Beggs; (SD)
SUSPENSE	CBS 9:30	Main Feature: Death - (O) by E. Jack Neuman, (A) by Frank P. DeFelitta; with Nina Foch, Frank Marth, George Kilroy; (SD)
DANGER	CBS 10pm	The Trophy - (O) by Ed Adamson & Murray Burnett; with Fred Clark, Wesley Addy, Anne Burr, John Shay, Barbara Torrance
THE BLUE ANGEL (Orson Bean)	CBS 10:30	Trude Adams (S), Genevieve (S), Dick Drake (C), Edie & Rack (M); Don Appell replaces Burt Shevelove as Prod-Dir

WEDNESDAY JULY 28
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Wild Bill Hickok (Guy Madison)	WNBT 6pm	Stage Coach Trail - with regulars & Jane Adams, Bill Haade, Len Greer, Wade Crosby, Reed Howes; (SW & SD)
RED SKELTON	CBS 8pm	Burt Lancaster, Anna Maria Alberghetti (S),Chavales de Espana
KRAFT TELEVISION THEATRE	NBC 9pm	Edie and the Princess - (O) by Ben Radin; with Susan Hallaran, Pat Smith, William Smithers, Pat Wheel, Dortha Duckworth, Joseph Foley; (SD)
Douglas Fairbanks	WNBT 10:30	King High - with Patricia Medina; Dir by Terry Fisher

THURSDAY JULY 29
mmmmmmmmmmmmmmmm

MELODY TOUR	ABC 8pm	regulars & Benno Rabinof (M), Robert Rounseville (S)
JUSTICE	NBC 8:30	A Matter of Life and Death - (O) by Alvin Sapinsley; with Ed Begley, Sylvia Field, David Stewart, Robert Emmett, Joseph Sweeney, Casey Allen, Peter Gray; Dir by William Corrigan substituting for vacationing Daniel Petrie
KRAFT TELEVISION THEATRE	ABC 9:30	The Dashing White Sergeant - (O) by Charles Campbell Gairdner & Rosamunde Pilcher; with Jill Kraft, Chris Plummer, Mercer McLeod, Conrad Janis, Stuart MacIntosh; (SD)
THE TELLTALE CLUE (Anthony Ross)	CBS 10pm	The Case of the Dying Accusation - (O) by Gore Vidal; with Cora Witherspoon & others to be announced; (SD)
THE MARRIAGE	NBC 10pm	regulars & Billy Redfield, Joan Lazar, Joe Silver, Adelaide Klein; (SD) by Marc Daniels, replacing Jack Garfein

FRIDAY JULY 29
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THE STRANGER (Robert Carroll)	DuM 9pm	(O) by James Blumgarten; with Russell Hardie, Malcolm Beggs, Barbara Joyce, Joseph Leon; (SD)

FRIDAY JULY 30 (Cont'd)

Schlitz Playhouse	CBS 9pm	By-Line - (O) by Norman Jacob & Jack R. Guss, (A) by Don Martin, Jacob & Guss; with Arthur Franz, Marilyn Erskine, Willis Bouchey, Hugh Sanders, Clancy Cooper, Howard McNear, Charles Wallis, Jean Innes; (SD) by Jus Addiss

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY JULY 23 THRU FRIDAY JULY 30

TODAY	NBC 7am	Tu - Sam Spiegel (producer); W - Mlle. de Galard-Terraube; Thu- Thelma Ritter
MORNING SHOW	CBS 7am	M thru F - Mary Mayo subs for vacationing Carol Reed as weather girl
GEORGE SKINNER	WCBS 9am	Tu - Nick Kenny (songwriter); Thu - John Henry Faulk
GARRY MOORE	CBS 10am	Henry Morgan & Howard Petrie sub for vacationing Garry Moore & Durward Kirby M thru F; Tu - Cliff Norton (C)
STRIKE IT RICH	CBS 11:30	F (7/30) - William L. Rowe
TED STEELE SHOW	WOR 2:30	M thru F - add regular Jeannie O'Brien (S); Miguelito Valdez (S&M), Jerry Vale, Georgia Carr (latter 2, S)
Crown Theatre - Gloria Swanson	WABC 6pm	Tu - Dry - With Three Olives - (O) by Robert Patterson; with Hans Conried, John Hubbard, Walter Sande, Phyllis Coates, George Chandler, Jim Hayward, Michael Steele, Sandra Spence, Robert Williams; Prod & Dir by Harve Foster; Thu - If Speech Be Sylvern - (O) by Budd Lesser; with Swanson, Charles Korvin, Edward Noriega, Manuel Fabregas, Loyette Thompson, Manuel S. Navarro, Jorge Trevino, Alberto Sergio; Dir by Edward C. Simmel
Colonel March of Scotland Yard (Boris Karloff)	WABC 6	Tu (6:30pm) - The Talking Head - with Hugh Griffiths, Helen Christie, Mary Clare, Peter Asher; W (10pm) - Passage at Arms - with Eric Pohlmann, Rachel Gurney, Paul Hansard, Marc Sheldon, Michael Godfrey, Gaylord Caballaro, Edward Cast; (SW & SD)
The Files of Jeffrey Jones (Don Haggerty)	WABC 6:30	M - Careless Killer - (O) by George Bricker; John Phillips, Claudia Barrett, Fred Graham, Gloria Grant, Mike Ross, Dick Crockett, Paul Brinegar; Dir by George Blair; W - The Happy Hooligan - (O) by Warren Douglas; with Ralph Sanford, Jeanne Dean, Ben Weldon, Claire Carleton, Dick Reeves, Cecily Brown, Larry Rio; Dir by Lew Landers; F - Three Frightened People - (O) by George Bricker; with Carole Mathews, Harry Lewis, Karen Sharpe, Brad Johnson, William B. Greene, John Close; Dir by Landers
MAGIC COTTAGE	WABD 6:30	Skedge Miller, Curtis Wheeler, Vince O'Brien; M thru F, (SW & SD)
CAPTAIN VIDEO (Al Hodge)	DuM 7pm	M thru F - (O) by Carey Wilber; with regulars & Court Benson Basil Howes, Lawrence Fletcher; (SD)
RAIN OR SHINE	WCBS 7:25	M thru F - Peter Thomas subs for vacationing Carol Reed
TV'S TOP TUNES	CBS 7:45	M - The Crew Cuts (S)
ERNIE KOVACS	WABD 11:15	M thru F - Wyoma Winters replaces Edith Adams as regular (S)

SATURDAY JULY 31

Range Rider (Jack Mahoney)	WNBT 6:30	Big Medicine Man - (O) by Dwight Cummins; with regulars & Chief Yowlachie, Alan Bridge, Ewing Mitchell; (SD)
Mr. District Attorney (David Brian)	WCBS 7pm	Wayne Taylor, Steve Rowland, Jimmy Murphy, Katherine Bernard, George Selk, Hugh Williamson, Clarence Straight, Joe Kerr, Harry Arnie, David Holt; (SW & SD)
The Joe Palooka Story (Joe Kirkwood)	WABD 7pm	Summer Daze - with regulars & Mel Wells, Johnny Indrisano, Jonathan Hale, Barbara Woodell, Melinda Plowman; (SW & SD)
STAGE SHOW	CBS 8pm	Marguerite Piazza (S), Bert Wheeler (C), Jeanne Carroll (C)
SATURDAY NIGHT REVUE	NBC 9pm	Hoagy Carmichael subs for Eddie Albert as host

SUNDAY AUGUST 1

TOAST OF THE TOWN	CBS 8pm	Ames Brothers (S), Smith & Dale (C), Polly Bergen (S), Szonys (D)
GOODYEAR TELEVISION PLAYHOUSE	NBC 9pm	The Arena - (O) by N. Richard Nash; with Janice Rule, Steve Hill, Bert Freed, Tony Franciosa, Sid Raymond; (SD) by Arthur Penn

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(2)

ABC- 9-9:30pm EDT; SPECIAL; Address by Syngman Rhee; from WABC-TV(NY), to the net. Sustaining. Pkgr & Prod- ABC-TV News & Special Events Dept. Address by Dr. Syngman Rhee, president of the Republic of Korea, at the American-Korean Foundation Dinner, in the grand ballroom of the Waldorf-Astoria. Dr. Howard Rusk, president of the foundation, will introduce Dr. Rhee. Program replaces Junior Press Conference, one time only.

Thursday(5)

ABC- 9-9:30pm EDT; DEBUT; So You Want to Lead a Band; from WABC-TV(NY), no. of stations indefinite. Sponsor- Brillo Manufacturing Co., Inc (Brillo soap pads and cleanser) thru J. Walter Thompson Co (NY); Acct Exec- Ted Wilson; Agcy Superv- Tom Armistead; Comm Anncr- Bill Nimmo (live). Pkgr- J. Walter Thompson Co(NY); Prod & Dir- Jim Lichtman(JWT); Sets- Howard Barker; Writer- Jack Raymond; Music Dir- Sammy Kaye. Audience participation musical program, with four contestants competing for prizes. The program has previously been a segment of earlier Kaye TV shows and has been featured by Kaye during his band dates. The Sammy Kaye Show, with the featured segment, was previously on CBS-TV during 1951, from July 28 thru the fall, and on NBC-TV from August 8, 1953 thru Sept 5, 1953. In its new spot it replaces the third half-hour of Melody Tour, which continues as a one-hour program, Thursdays, 8-9pm EDT.

Saturday(7)

NBC- 5-6pm EDT; SPECIAL; Bannister-Landy Mile - British Empire Games; WNBT(NY) & remote from Vancouver, B. C.; beamed signal to Seattle, then closed circuit to WBEN-TV(Buffalo) then feed to NBC-TV net and to Canadian Broadcasting Corp net; remote at Vancouver will be handled by CBUT(CBC). Telecast of the one mile "dream race" with Jack Landy of Australia (3:58) and Roger Bannister of England (3:59.4), also including Murray Halberg of New Zealand (4:04.4) among others in the race, featured attraction of the British Empire Games at Vancouver. Ben Grauer will open the program as host in New York, with guests Kenneth (Tug) Wilson, president, and Asa Bushnell, secretary, of the U. S. Olympic Committee, American track star Wes Santee and newspaperman Jesse Abramson. Bannister was first to break the four-minute mile barrier at Oxford on May 6, while Landy lowered the mark on June 21 at Turku, Finland.

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

Sunday(8)

ABC- 6-7pm EDT; SPECIAL; All-American Golf Tournament Finals; from WBKB(Chi), to the net. Co-op. Pkgr & Prod- ABC-TV Sports Dept. Final rounds of the All-American golf tournament at the Tam O'Shanter golf course, near Chicago. Jack Drees and Harry Wismer will handle the commentary, with golfers Jimmy Demaret and Lawson Little.

OTHER NETWORK CHANGES & ADDITIONS

CBS- Red Skelton Revue (Wed, 8-9pm EDT) Add Bob LeMond, comm anncr for Frigidaire.

Valiant Lady (Mon thru Fri, 12-12:15pm EDT) Perry Lafferty took over as permanent director of Tues thru Fri programs as of July 13. Herbert Kenwith(CBS) directs Mon program. Both succeeded Ira Cirker. Lawrence Weber will play Chris Kendall, a new character, effective Aug 2.

NBC- The Golden Windows (Mon thru Fri, 3:15-3:30pm EDT) Thomas Riley is producer and casting director (at Young & Rubicam) effective August 2, replacing Mary Harris.

Ding Dong School (Mon thru Fri, 10-10:30pm EDT) Dr. Frances Horwich becomes producer and Leonard Salvo Jr., becomes director, effective August 2, both replacing Reinald Werrenrath Jr., who remains with other Chicago NBC-TV shows.

NEW NETWORK SPONSORSHIPS

THE PET MILK CO thru Gardner Advertising Co (St. Louis) will sponsor the Aug 24 & 31 telecasts of Life With Father over CBS-TV, Tuesdays, 10-10:30pm EDT, and beginning Sept 7 will alternately sponsor the program with S. C. JOHNSON & SON, INC (Waxes) thru Needham, Louis & Brorby, Inc (Chicago). S. C. Johnson sponsored the program weekly last season over CBS when it was presented on Sundays, 7-7:30pm.

CONSOLIDATED COSMETICS, INC (Lanolin Plus & other products) thru Frank E. Duggan Advertising (Chicago) will sponsor They Stand Accused, one hour live dramatic show, over DuMont, beginning the second week in September, day and time to be announced, for 52 weeks.

LOCAL STATION ACTIVITY

WNBT(Ch 4) New York - A Frank Report on Crime Conditions in New York; SPECIAL Aug 1; Sun, 12:30-1pm EDT. Also fed to WPIX(NY) and possibly to other New York stations. Sustaining, public service. Pkgr- WNBT with N.Y. Police Dept; Supervisor- Bill Berns(WNBT). N. Y. Police Commissioner Francis W. H. Adams delivers a report to the public on the incidence of crime in New York City during the first six months of 1954 and will evaluate the ability of the Police Dept to cope with the problem. Program replaces Citizens' Union Searchlight, one time only.

WNBT - Through Other Eyes; DEBUT Aug 1; Sun, 3-3:30pm EDT. Sustaining. Pkgr & Prod- Herb Moss-Pierre Crenesse Production; Supervisor- Bill Berns(WNBT); Dir- Mike Gargiulo. John Wingate is moderator for a panel of four correspondents representing foreign newspapers in the U. S., with each discussing major U.S. news developments and the treatment each gives in reporting the stories to their newspapers. Premiere program correspondents are Richard Greenough, London Daily Mail; Ettore Della Giovanna, Il Giornale D'Italia; Krishna Balaraman, The Hindu, Madras, India, and Pierre Crenesse, Le Parisien Libere, Paris.

WBBM-TV(Ch 2) Chicago - Here's How; RETURN Aug 8; Sun, 10:45-11pm CDT. Sponsor- Owens-Corning Fiberglas Corp thru McCann-Erickson, Inc(Detroit). Phillip Lewis and Dinny Bruce show how the average Mr. & Mrs. Householder can do odd repair jobs around the home or make use of common tools to develop a hobby. The stars appeared in the original series, seen in Chicago in 1949-1950.

KNXT(Ch 2) Hollywood, LA - Fun-O-Rama; DEBUT July 25; Sun, 4:30-5pm PDT. Sponsor info not available. Prod- Harry Koplan; Dir- Mike Cozzi. Audience participation show for children, featuring educational cartoons and contests. Harry Koplan is m.c.

WLW-T(Ch 5) Cincinnati - Let There Be Life, FILM & LIVE; DEBUT July 26; Mon, 7-7:30pm EST. Sustaining. Feed to WLW-D(Dayton). Created by Cincinnati Academy of Medicine. Prod- Nort Locke; Writer- Frank Hart. Series designed to familiarize viewers with existing medical problems and to help in their understanding of some phases of medical treatments. The telecasts, to run until Sept 27, will include on-the-spot remotes, film and live studio creations; dealing with major common medical subjects.

KRON-TV(Ch 4) San Francisco - Drama Desk; DEBUT July 27; Tues, 8-8:30pm PDT. Participations. Bill Hogan, San Francisco Chronicle drama and movie editor, presents film clips of current and future Hollywood movies and discusses them with the stars or production personnel concerned with the films. He will also have guests from other segments of the movie industry in panel discussions.

CASTING: His Honor, Homer Bell, NBC film series, starts shooting Aug 23; Pkgr- Himan Brown, Galahad Productions, 460 W 64th St, NY, CI 7-3018. Gene Lockhart stars in title role, supported by characters of niece and housekeeper and others. Casting: Himan Brown; send photos and credits; do not go.

FILM PACKAGES

THIS IS YOUR MUSIC CURRENT(Hollywood); music series with specific theme for each half-hour episode, with singing leads Byron Palmer and Joan Weldon; 13 half-hour films on current schedule. Availability- Regional and market-by-market. Pacific Telephone is sponsoring in California, Washington & Oregon, closing the three-state area. Cost Range- In the vicinity of the Class "A" half-hour station rate, subject to multi-market discounts. Pkgr-Film Prod- Jan Productions, Inc., 7136 Sunset Blvd, Hollywood (filming at Kling Studios, 1416 N. La Brea Ave); Prod & Dir- Jack Denove; Art Dir- Ernst Fegte; Music Conductor-Arranger- Nelson Riddle; Stager, Choreographer- David Lichine. Dist- Western Rep-Jan Productions, Inc., 7136 Sunset Blvd, Hollywood, Calif. HO 4-8136. Eastern Rep-Halsey V. Barrett, 5910 Empire State Bldg, New York 1, N. Y. BRyant 9-7566.

NEWS AND COMMENT: The death of James Edwin (Smilin' Ed) McConnell, 62, in California, July 24, will not immediately affect Smilin' Ed's Gang film series, returning to ABC-TV for its sixth year on Aug 21. A large backlog will permit continuance before a format change becomes necessary.... ...John Gibbs and ABC Film Syndication jointly own Herald Television Productions, Inc which put the Mandrake film series into production in Bermuda last week. Mandrake, the newspaper cartoon strip character, is being played by Coe Norton, TV actor and magician, with Lisa Howard playing Princess Narda. The series will be available for late fall.....Casey Shawhan named director of press and publicity for NBC in Hollywood, effective Aug 23. He is city editor of the Los Angeles Mirror.....Henry J. Opperman named to a newly created post, manager of program procurement, DuMont network, in New York.

TALENT SHOWSHEET AUGUST 2-8, 1954

Most of the shows on July 30, 31, August 1 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, August 7. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Since credits for the following programs were listed fully at the time of their original showing, they are not carried below in their current re-runs or summer replacement re-runs: My Little Margie, Gene Autry, Roy Rogers, Top Plays of 1954, Four Star Playhouse, I Married Joan, Campbell Soundstage, Big Town, Mr. Peepers, General Electric Theatre, Foreign Intrigue, The Hunter, The Plainclothes Man, Pepsi-Cola Playhouse, Janet Dean, Summer Playhouse, The Best in Mystery, Topper.

Credits for these shows or any others not available at press time are on file and may be requested

FRIDAY JULY 30

WHO'S THE BOSS?	ABC 8:30	Mike Wallace added as regular MC; regular panelists: Richard Kollmar, Peggy McCay, Horace Sutton (writer)
CHANCE OF A LIFETIME	DuM 10pm	Howard Lear (S) & others to be announced

SATURDAY JULY 31

No changes or additions

SUNDAY AUGUST 1

FRONTIERS OF FAITH	NBC 1:30	Everyman - (A) by Helene Oosthoek & Richard H. Walsh from 15th Century morality play; with Helene Oosthoek; (SD)
COLGATE COMEDY HOUR	NBC 8pm	Kaye Ballard (S&C), Mindy Carson (S), Buddy Lester (C), Jules Munshin, (C), Jonathan Lucas (D), Marshall & Farrell (C), Dennis O'Keefe & 6 finalists in most beautiful schoolgirl contest
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	In the Bag - (O) by Philip S. Goodman; with regulars & Ed Peck, Lynn Brinker, Eric Fleming, Larry Barton, Fred Downs; (SD)
THE MAN BEHIND THE BADGE (Fred Uttal)	CBS 9:30	Santa Monica - (O) by Max Ehrlich; with John Seymour, Arthur Coulias, Doug Rutherford, John Kellogg, Humphrey Davis, Leonard Bell, Jack Davis, Nelson Olmsted, Val Avery; (SD)
THE WEB	CBS 10pm	I'll Buy a Dream - (O) by Seymour Shubin (A) by Von Stuart; with Griff Evans, Pat Breslin, Biff McGuire, Herbert Nelson, Richard Farmer, Cameron Prud'homme, John Shafer; (SD) by Lela Swift

MONDAY AUGUST 2

Duffy's Tavern (Ed Gardner)	WNBT 7pm	Archie's Newspaper - with Paul E. Burns, Joel Marston, Jack Gargan, Dick Wessel, Isabelle Dwan & regulars; (SW & SD)
TALENT SCOUTS	CBS 8:30	Jean Chester (S), Leslie Dreyer (M), Rodgers & Walker (S&M)
VOICE OF FIRESTONE	ABC 8:30	Eleanor Steber (S)
Public Defender (Reed Hadley)	CBS 9pm	Lisa - (O) by Frank Moss & Lee Berg; with Paula Corday, Peter Van Eyck, Tom Brown, Peter Adams, Donald Curtis, Griff Barnett, Mary Alan Hokanson, Stafford Repp, Anthony Merrill; (SD)
ROBERT MONTGOMERY	NBC 9:30	Home Town - (O) by Cleveland Amory, (A) by Irving Gaynor Neiman; with regulars & Frank Albertson; Dir by John Newland
STUDIO ONE SUMMER THEATRE	CBS 10pm	The Magic Monday - (O) by Harry W. Junkin; with Madge Evans, Dick Foran, Joat Wetmore, Mary Linn Beller, Paul Carr; (SD) by Allen Reisner
Adolphe Menjou's Favorite Story	WNBT 10:3-	Inside Out - (O) by Baron von der Trenck; (A)-(SW); with DeForrest Kelly, Alan Lee, Michael Fox, Grace Leonard, Paul Levitt, Barbara Marshall; (SD)

TUESDAY AUGUST 3

Janet Dean, R. N.	WNBT 8pm	Goodale Case - (O) by Victor Wolfson; with Margaret Wycherly, William Prince; (SD)
THE GOLDBERGS(G. Berg)	DuM 8pm	regulars & Mikhail Rasumny; (SW & SD)
ARTHUR MURRAY PARTY (Kathryn Murray)	NBC 8:30	Ralph Quinlan (skater), Bert Lahr (C), Tony Bennett (S), Danny Dayton, Dulcie Jordan
SUSPENSE	CBS 9:30	The Last Stand - (O) by George Bellak; with Joan Lorring, Bart Burns, Harry Davis, Pat Hingle; (SD)
UNITED STATES STEEL HOUR	ABC 9:30	Oberstrasse 49 - (O) by Eileen & Robert Mason Pollock; with Dan O'Herlihy, Margaret Phillips, Tom Helmore, Murray Matheson, Colin Keith-Johnston, Rosalind Ivan, Ben Astar; Dir by John Haggott
DANGER	CBS 10pm	The Key - (O) by Richard Lortz; with Abby Lewis, Charles Taylor, Michael Strong, Bill Zuckert, Robert Lieb; (SD)
THE BLUE ANGEL (Orson Bean)	CBS 10:00	Elaine Dunn & Carlton Carpenter (D), Robert Clary (S), Bobby Sargent (C), Pat Marshall (S) & regulars

WEDNESDAY AUGUST 4

Wild Bill Hickok (Guy Madison)	WNBT 6pm	The Sonora Trail - with Carol Thurston, Roland Varno, Don Harvey, Leonard Penn, Bob Livingston, Chad Mallory, Eddy Kane; (SD)
RED SKELTON	CBS 8pm	Rosemary Clooney (S), the Hi Los (S), chorus line from Flamingo Hotel in Las Vegas, Nev. (FROM HOLLYWOOD)
ONE MINUTE, PLEASE	DuM 8:30	kill: Anne Burr, add: Beatrice Straight, Ernie Kovacs (C)
KRAFT TELEVISION THEATRE	NBC 9pm	The Happy Touch - (O) by Edmund Beloin & Henry Garson; with ZaSu Pitts, Doro Merande, Margaret Hamilton, Chester Stratton, Malcomm Beggs; (SD)
I'VE GOT A SECRET	CBS 9:30	Dennis O'Keefe subs for vacationing Garry Moore 7/28 thru 9/1
Douglas Fairbanks	WNBT 10:30	Pattern for Glory - with Anne Crawford, Ron Randall; (SW,SD)

THURSDAY AUGUST 5

JUSTICE	NBC 8:30	The Blackmailers - (O) by Robert Alan Aurthur; with Eva Gabor, George Macready, Leslie Nielsen, Howard St. John;(SD)
KRAFT TELEVISION THEATRE	ABC 9:30	Nothing Personal - (O) by John Whedon; with Nancy Kelly, Walter Matthau, Jeff Harris, Shirley Standlee, Bruce Gordon, Harold Stone, William Podmore; Prod & Dir by Fielder Cook
THE TELLTALE CLUE (Anthony Ross)	CBS 10pm	Hit and Run - (O) by James P. Cavanagh; with Joseph Sweeney & others to be announced; (SD)
THE MARRIAGE (Cronyn & Tandy)	NBC 10pm	regulars & Rusty Lane, Kay Loring, Pat Wheel, Robert Emmett (SW & SD, COLOR)

FRIDAY AUGUST 6

THE STRANGER(R. Carroll)	DuM 9pm	(O) by John Gay; with Perry Fiske, Joe Downing
Schlitz Playhouse	CBS 9pm	The Roman and the Renegade - (O) by Jack Bennett; with Faith Domergue, Scott Forbes, Peter Hanson, Ian Keith, Robert Bice, Nancy Evans, Richard Avonde, Bob Sherman, Guy Prescott; (SD) by Roy Kellino

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY JULY 30 THRU FRIDAY AUGUST 6

BREAKFAST CLUB (McNeill)	ABC 9am	M thru F - Jill Corey subs for vacationing Eileen Parker (S)
GEORGE SKINNER	CBS 9am	M - Ted Malone; Tu - Chick Darrow (sculpture artist); W - Joe Phillips (sharpshooter) with Smokey, the wonder horse & Shep, wonder dog; Thu - Russell Swan (C-magic); F - Roy Douglas (ventriloquist)

GARRY MOORE	CBS 10am	W - Billy Gilbert (S); F (8/6) - Kaye Ballard (C&S)
A TIME TO LIVE	NBC 10:30	starting F (7/30), M thru F - kill: Larry Kerr, add: John Himes (FROM CHICAGO)
STRIKE IT RICH(Hull)	CBS 11:30	F & M - Randy Merriman subs for Warren Hull as MC; F (8/6) - Gale Page
HOME(Arlene Francis)	NBC 11am	F (8/6) - Jessica Tandy & Hume Cronyn
TED STEELE	WOR 2:30	M thru F - Sheila Arnold (S&D), Jerri Winters (S), Gene Williams (M)
Crown Theatre - Gloria Swanson	WABC 6pm	Tu - The Buzzer - (O) by Bernard Girard; with Lorna Thayer, John Alvin, Dorothy Neumann, Dorothy Crehan; Dir by Girard; Thu - A Fond Farewell - (O) by Arthur Ross; with George Brent, Donald Woods, Gertrude Michael; Dir by Girard
MAGIC COTTAGE	WABD 6:30	M thru F - Lionel Wilson, Curtis Wheeler, Rod Colbin; (SW,SD)
The Files of Jeffrey Jones(Don Haggerty)	WABC 6:30	M - The Crooked Hoop - (O) by Warren Douglas; with regulars & Jean Willes, John Alvin, Michelle King, Paul McGuire, Sandra Spence, Charmienne Harker, Margia Dean; Dir by Lew Landers; W - Death's Ransom - (O) by Dwight Babcock; with Irene Vernon, Paul Guilfoyle, Elaine Riley, Kenny Terrell, Marjorie Stapp, Jack Harris, Howard Hunter; Dir by George Blair; F - Widow Take All - (O) by George Bricker; with Phyllis Coates, Rick Vallin, Lyn Thomas, William Bakewell. Phil Tead; Dir by Bricker
Colonel March of Scotland Yard (Boris Karloff)	WABC	Tu 6pm - Murder is Permanent - with Elspeth Gray, Margaret Halstan, Neal Arden, Patrick Holt, Ruth Shiell, Nora Gordon; W (10Pm) - The Devil Sells His Soul - with Patrick Barr, Ann Hanslip, Patricia Laffan,Basil Appleby; (SW & SD)
DOUGLAS EDWARDS WITH THE NEWS	CBS 7:30	M thru F - Allan Jackson subs for vacationing Douglas Edwards until 8/9
THE WORLD OF MR. SWEENEY(Charlie Ruggles)	NBC 7:30	Tu thru F - regulars & Peter Avramo, Beverly Prince, Susan Steell, Tom McElhaney, Richard Bishop, Mary Farrell; (SW &SD)

SATURDAY AUGUST 7

The Range Rider	WNBT 6:30	Gunman's Game - (O) by Elizabeth Beecher; with regulars & Barbara Stanley, Marshall Reed, Aly Wyatt, Terry Frost; (SD)
Mr. District Attorney	WCBS 7pm	Andy Andrews, Mel Stevens, Tom Greenway, Thomas Lindsey Heidt
STAGE SHOW (Dorsey Brothers)	CBS 8pm	Georgie Gibbs (S), Jackie Miles (C), The Dunhills (D), the Beachcombers (S), Tulara Lee (D)
SATURDAY NIGHT REVUE	NBC 9pm	George Jessel subs for Eddie Albert as MC (FROM HOLLYWOOD)

SUNDAY AUGUST 8

PHILCO TELEVISION PLAYHOUSE	NBC 9pm	The Man in the Middle of the Ocean - (O) by Daniel Fuchs, (A) by Tad Mosel; with Larry Gates, Perry Wilson, James Gregory, David Opatoshu, Kevin Coughlin; (SD) by Delbert Mann
THE MAN BEHIND THE BADGE	CBS 9:30	Philadelphia - (O) by Nelson Gidding; with Carl Frank, Edgar Stehli, Joe Verdi, Wynne Gibson, Gordon B. Clarke, Gene DeSantis, Blair Davies, Haskell Coffin, Virginia Damon, Jerry Eskow, Bea Chilson, Sid Raymond; (SD)
THE WEB	CBS 10pm	A Matter of Degree - (O) by Norman Daniels; with Joe Maross, Bert Freed, Georgiann Johnson; (SD) by Lela Swift

N E W Y O R K T A L E N T A V A I L A B I L I T I E S

EVA MARIE SAINT - lauded for work in On the Waterfront - AGT: Wm Morris, JU 6-5100

MIA SLAVENSKA - ballerina currently featured in Arabian Nights - PRESS: Saul Richman, MU 8-1770

CHARLES LEE SAARI - child actor - JU 2-5098

EDDIE DAVIS - author of Laugh yourself Well - CONTACT: Judith Kisch, MU 5-9017

MARY LINN BELLER - ingenue featured in Brighter Day - SC 4-5678

KAYE BALLARD - singer, comedienne in last week of Golden Apple - PRESS: PL 7-4380

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

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VOLUME 6 NUMBER 32

EDITOR: Jerry Leichter
ASSOC ED: Alvin Sullum
BUS MGR: Marjorie Oxley

PRODUCTION • PROGRAMMING • TALENT

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(9)

NBC- 9-9:30pm EDT; RETURN; Television Recital Hall; from WNBT(NY), to the net. Sustaining. Pkgr- NBC-TV; Prod- Charles Polacheck; Dir- Kirk Browning; Prog Anncr- Robert Denton. Leading recital artists, instrumentalists, appear in the four programs scheduled for the series, presented in a concert hall setting. The program originally made its debut as a summer replacement on July 1, 1951. In its current spot it replaces The RCA Victor Show Starring Dennis Day, last seen August 2, and in turn will be succeeded by the new film series, Medic, beginning Sept 13.

Tuesday(10)

CBS & NBC- 5:15-5:30 EDT (CBS only), 5:30-6pm EDT (CBS & NBC); HIGHLIGHT; Herbert Hoover Birthday Address; from WOI-TV(Ames, Iowa, for CBS) & WHO-TV (Des Moines, for NBC), to the networks. Sustaining. Pkgr- CBS segment, CBS-TV News & Special Events; Prod- Ted Sack(CBS); Dir- Ed Weiss(WOI-TV); Narrator- Bob Pfeiffer(CBS). Pkgr- CBS-NBC telecast, side-by-side crews (NBC Dir- Charles Christenson-NY). CBS will precede the telecast of the address by former President Herbert Hoover with a TV visit to West Branch, Iowa, neighbors of Mr. Hoover. Then, at 5:30, NBC and CBS will present an important address by Mr. Hoover on the occasion of his 80th birthday.

Wednesday(11)

NBC- 11-11:30am EDT; SPECIAL; Television on the Battlefront; from NBC mobile color unit, Fort Meade, Md., to WNBT(NY), to the net. Sustaining. Pkgr- U.S. Army Signal Corps with RCA and NBC; Prod- Barry Wood(NBC); Dir- Richard Schneider. Field demonstration of the use of television in warfare to give commanders a view of front-line operations, telecast for the net in color. The operation will be "eyed" on the field by portable experimental combat television equipment handled by Signal Corps personnel, with NBC's mobile color unit joining the demonstration.

Friday(13)

DuM- 9:30pm EDT to conclusion; SPECIAL; All-Star Football Game; from WGN-TV(Chi), to over 160 stations, exact no. indefinite. Sponsors- (National, all stations) Miller Brewing Co (High Life Beer) thru Mathisson & Associates, Inc(Milwaukee); and co-sponsor (30 markets, New England, New York, Pennsylvania, Delaware) Atlantic Refining Co thru N. W. Ayer & Son(Phila). (Cont'd next page)

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THIS WEEK(Cont'd)

Friday(13)

DuM- All-Star Football (Cont'd from previous page): Pkgr- Chicago Tribune Charities, Inc; Prod- WGN-TV staff. The 21st annual All-Star football game between the College All-Stars and the Detroit Lions, 1953 National Football League professional champions. Joe Boland will do the commentary, with Red Grange handling "color" and statistical information.

Saturday(14)

NBC- 4:30-5pm EDT; SPECIAL; Five Years Later; from WNBQ(Chi), to the net. Sustaining. Pkgr & Prod- NBC Chicago. Film and live program marking the fifth anniversary of the first meeting of the World Council of Churches, in Amsterdam, Holland; the day before the second meeting opens in Evanston, Ill (Aug 15-31). Filmed portions will include interviews by Dr. James W. Kennedy with four of the five World Council presidents, and flashbacks of the first meeting.

Sunday(15)

ABC- 8-9pm EDT; SPECIAL; World Championship Golf Tourney; from WBKB(Chi), to the net. Co-op. Pkgr & Prod- ABC-TV Sports Dept. Final rounds of the World Championship Golf Tourney at Tam O'Shanter Country Club, Chicago. Jack Drees and Bill Stern will handle the commentary, with golfer Lawson Little. Program is in the time spot of On the Boardwalk, which had its final telecast on Aug 1 and has been replaced by public service and travel film series.

Sunday(15)

CBS- 11am-12noon EDT; SPECIAL; World Council of Churches' Assembly; from WBBM-TV(Chi), to the net. Sustaining. Pkgr & Prod- CBS-TV Public Affairs Dept. Telecast of the opening services of the assembly from The First Methodist Church, Evanston, Ill., with commentary by the Rev. James W. Kennedy of Christ Church, Lexington, Ky.

OTHER NETWORK CHANGES & ADDITIONS

DuM- Gamble On Love (Fri, 10:30-11pm EDT) Ernie Kovacs replaces Denise Darcel as m.c., effective Aug 6.

The News Tonight with Matthew Warren (Mon thru Fri, 11-11:15pm EDT) Last program Aug 6; replaced by local newscasts.

NEW NETWORK SPONSORSHIPS

MILES LABORATORIES, INC(Akla-Seltzer & One-A-Day Vitamins) thru Geoffrey Wade Advertising(Chi) will sponsor one segment each week, Wednesday one week and Thursday the next week, alternately, of two NBC-TV Mon thru Fri dramatic series, Three Steps to Heaven (10:45-11am EDT) and Concerning Miss Marlowe (3:45-4pm EDT), for 52 weeks, effective Sept 30. Both programs are sponsored by Procter & Gamble Co; Mon, Wed, Fri, alternate weeks; Tue & Thu, alternate weeks.

THE TIDE WATER ASSOCIATED OIL CO thru Buchanan & Co., Inc(NY) will sponsor John Daly and the News (Mon thru Fri, 7:15-7:30pm EDT) on Wednesdays and Fridays over ABC-TV, effective Aug 6.

PHILCO CORP thru Hutchins Advertising Co, Inc(Phila) will sponsor a special 90-minute telecast of The Miss America Beauty Pageant over ABC-TV on Sept 11, 10:30pm-12midnight.

DOW CHEMICAL CO (Saran-Wrap) thru MacManus, John & Adams, Inc(Bloomfield Hills, Mich) will sponsor Medic, a new films series, over NBC-TV, Mondays, 9-9:30pm, three Mondays out of four, effective Sept 13.

LOCAL STATION ACTIVITY

WABD(Ch 5) New York - The News Tonight with John B. Hughes; DEBUT Aug 9; Mon thru Fri, 11-11:15pm EDT. Sponsor- Miller Brewing Co (High Life Beer) thru Mathisson & Associates, Inc (Milwaukee). Pkgr & Prod- WABD News & Public Affairs Dept; Dir- Dick Sandwick. Newscaster and commentator John B. Hughes presents news reports, with occasional cut-ins from Washington by Matthew Warren, news director of WTTG(Wash). Hughes replaces Warren's network newscast in the same time spot, with Warren resuming his previous local Washington program at 11-11:15pm.

WBBM-TV(Ch 2) Chicago - Fashion Show; SPECIAL, Aug 14, 21, 28; Sat, 9:45-10am CDT. Sponsor- Charles A. Stevens & Co (woman's apparel). Prod- Chalmers Marquis (WBBM-TV). Eleanor Waldron, fashion coordinator for the sponsor describes new fall fashions, with 12 models used during the demonstrations.

LOCAL FILM SERIES -- DEBUTS & RE-RUNS

(New York, Chicago & Los Angeles)

STA & CHAN	SERIES TITLE & DISTRIB	SPONSOR & AGENCY	START DATE	DAY	TIME
Chicago					
WGN-TV(9)	*"Great Americans" (Assoc Program Service)	-Sustaining	8/7	Sat	9-9:30am
Los Angeles					
KABC-TV(7)	*"Clete Roberts' World Report"	-Barr Mfg Co (Tu & Thu) (M, W, F sustaining)	8/2	Mon thru Fri	10:30-10:45pm

*First run in market

CASTING: Honestly, Celeste! (CBS, Sun, 9:30-10pm, debut Oct 10, sponsored by Bristol-Myers thru Y&R; starring Celeste Holm as a teacher of journalism who comes to NY to practice what she has taught) Prod-Dir-Casting: Joe Scibetta, at CBS, 524 W 57 St, JU 6-6000; roles to be set are running parts of newspaper editor, an authoritative vital man in his late 40's; the son of the publisher, a reporter, attractive, but not active love interest; cynical woman secretary to the editor, outwardly sour but warm on the inside.....Armstrong's Circle Theatre (NBC, Tue, 9:30-10pm, returns Aug 31; wide range of homey dramas) Casting: Ethel Winant, Talent Associates, 41 E 50th St, PL 3-1030; send photos and resumes, do not go or call.....So You Want to Lead a Band (ABC, Thu, 9-9:30pm; audience participation with band numbers and one featured vocal number weekly) Casting: Dave Krengel at Sammy Kaye office, 607 Fifth Ave, PL 3-2636; one guest vocalist weekly, preferably female, recording artists, semi-big names; possibly a guest male singer from time to time.

SCRIPTS: Armstrong's Circle Theatre (NBC, Tue, 9:30-10pm, return Aug 31) Scripts- Bob Costello and Al Levy, Talent Associates, 41 E 50th St, New York 22; market open for originals and adaptations; pay approx $750-1000, subject to negotiation; wide range of homey themes, American, contemporary, no sophistication or crime.....Four Star Playhouse and The Star and The Story, film series produced by Four Star Productions, Inc; Story Ed- Coles Trapnell; Asst Story Ed- Helen Madden. Scripts to be submitted thru recognized literary agents only, to Story Dept, RKO Pathe Studios, Culver City, Calif. Four Star Playhouse (CBS, Thu, 8:30-9pm) script requirements: $500-1000 for half-hour plays on general themes which are suitable for early evening showing; strong starring vehicles for Charles Boyer, David Niven, Dick Powell and Ida Lupino. The Star and The Story (CBS West Coast regional sponsor and syndication) script requirements: Series has rights to Somerset Maugham short stories but is also buying original scripts and published stories. Requires top dramatic stories which are strong vehicles for stars such as Thomas Mitchell, Judith Anderson, Edmond O'Brien, Frank Lovejoy, etc. Prices depend on story property, subject to negotiation.

PRODUCTION AND PROGRAMMING NEWS

FILM DIGEST: NBC's new Medic series is following in the footsteps of Dragnet in using actual locations for many of its settings. Thru support of the Los Angeles County Medical Assn, real hospital backgrounds, clinics, doctors' offices and operating rooms are being used. The film series was created and is being written and supervised by James Moser, who spent several years studying and doing background work. Worthington Miner is exec producer, with West Coast news specialist Frank LaTourette as producer and Bernard Girard as director. Cooperation of West Coast police and other groups shows influence of long years of working with movie companies which cannot be matched by East Coasters who envy further entrenchment of Hollywood in telefilm production.....Recent surveys of long running series show that costs of production in Hollywood are up 20 to 30 per cent, with recent contract renewals reflecting the increased costs. Sponsors are now going along with successful series while newcomers may still have to cut corners to attract sponsors. Labor costs are usually responsible for only half of the increases with the rest following demands of sponsors and agencies for increased quality in filming and more diversification in settings used.....John Rapp and Lester White have been signed as writers for the new Eddie Cantor Theater film series for Ziv. Cantor is exec producer.....Nate Monaster and Arthur Alsberg have been set as writers for the revamped Ray Milland Show, the former Meet Mr. McNutley series, with a new school background and new supporting players except for the husband and wife parts, the latter played by Phyllis Avery.

Ken Murray is now directing as well as producing and starring in new films in his series, Where Were You?, with more than 16 completed. UTP handles distribution for the series based on famous personalities, now being filmed for Bing Crosby Enterprises.....Gross-Krasne resumes shooting today on the Louis Hayward Lone Wolf series, with 26 already completed.....Duke Goldstone's busy directing schedule for Guild Films has forced him to give up on Life With Elizabeth, the Betty White series which is now shooting at night because of Miss White's daytime labors for NBC.....Himan Brown's Galahad Productions' series, His Honor, Homer Bell, the Gene Lockhart starrer, will be shot on a re-built stage at the old Warner Brothers Studios in Brooklyn, beginning the last week of this month.....Joining the trend indicated in recent announcements of established film commercials producers, Robert Lawrence Productions, Inc, of New York, has joined with Grant Simmons and Ray Patterson in forming a new corporation, Grantray Animation Inc., to produced animated film commercials, industrial films and theatrical shorts in Hollywood. Other film producers who have strengthened their set-ups with allied or integrated animation depts include Screen Gems and Transfilm, the latter adding heavy new equipment.

NEWS AND COMMENT: Eight motion picture and stage stars have been signed for the first three one-hour Chrysler Corp musical and drama presentations over CBS-TV, beginning Sept 30. Betty Grable, Harry James and Mario Lanza will star in the first Shower of Stars musical presentation, produced by Nat Perrin, with script by Hal Kantor. The first of the Climax melodramas (three Thursdays out of four) on Oct 7 will star Dick Powell as Philip Marlowe, supported by Teresa Wright, in Raymond Chandler's "The Long Goodbye. Ethel Barrymore and Dennis O'Keefe star in "The 13th Chair" on Oct 14, the second Climax presentation. Bretaigne Windust is producer of the drama series, with Elliott Lewis as associate producer and story editor. William Brown and Dan Petrie share direction assignments.....Lambert & Feasley, Inc., advertising, moved to 430 Park Ave, New York. New phone: MU 8-6464.....ABC-TV's Breakfast Club will be simulcast coast-to-coast (9-10am EDT) in the fall, with 21 television stations added to the current 53-station lineup. The radio broadcast goes to 356 stations.....Eleven West Coast TV stations organized a West Coast NBC Television Affiliates Organization July 23 in San Francisco to deal with problems peculiar to the West Coast; the East-West time differential, with emphasis on the fall schedule of telecasts. Harold P. See of KRON-TV, San Francisco, was elected chairman of the group for one year and will act as spokesman for the group.

Jack Wrather and Mrs. Mazie Wrather, and John L. Loeb & Associates paid $3,000,000 in cash to Trendle-Campbell-Meurer of Detroit for all stock in Lone Ranger, Inc., which controls all Lone Ranger radio and television properties, comic strip and comic books, records and merchandise contracts for over 100 items produced by 60 firms. The sale price is believed to be the highest for any radio-television property, in one lump sum. Recent sales of some properties for television, with astronomical prices quoted, have been for a period of years with, in some cases, employment contracts or percentages of future income included in the announced sales.....Testimony before the Senate Sub-Committee on Rules studying ways to overhaul Congressional committee procedure, especially broadcasting and television coverage, included the following statements by network spokesmen: Richard S. Salant, v.p., Columbia Broadcasting System, said in part, "We agree with those who believe that the television camera is so penetrating and so exact that it does not make the demagogue; it exposes him." He emphasized that television cameras can function under normal room lighting. James L. Caddigan, director of programming and production, DuMont Television Network, said in part, "Television in national affairs is the instrument that bridges the gap between the people and their government that other media create by their essential condensation and time lags." He also emphasized the normal lighting requirement. Davidson Taylor, director of public affairs for National Broadcasting Co, said in part, "I know of no instance where a committee has allowed a witness to object to appearing in a public hearing or to coverage of his public testimony by the printed media." He also pointed up normal lighting requirements. None of the television spokesmen mentioned that it is film coverage which has required strong lighting during recent hearings.

TALENT SHOWSHEET AUGUST 9-15, 1954

Most of the shows on August 6, 7, 8 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, August 13. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as regulars. Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Since credits for the following programs were listed fully at the time of their original showing, they are not carried below in their current re-runs or summer replacement re-runs: My Little Margie, Gene Autry, Roy Rogers, Top Plays of 1954, Four Star Playhouse, I Married Joan, Campbell Soundstage, Big Town, Mr. Peepers, General Electric Theatre, Foreign Intrigue, The Hunter, The Plainclothes Man, Pepsi-Cola Playhouse, Janet Dean, Summer Playhouse, The Best in Mystery, Topper.

Credits for these shows or any others not available at press time are on file and may be requested

FRIDAY AUGUST 6

THE STRANGER (Robert Carroll)	DuM 9pm	(O) by John Gay; with Perry Fiske, Joe Downing, Helen Auerbach, Paul Clark; (SD)
CHANCE OF A LIFETIME	DuM 10pm	Fay Winfield (S)

SATURDAY AUGUST 7

CAMERA THREE	WCBS 2pm	The Ballad of John Brown - with Royal Dano, Jean Stapleton, Michael Kane, Gerald Sarricini, Thomas Scott (S&M);(SW & SD)
SIX O'CLOCK REPORT	WCBS 6pm	kill: Ned Calmer; add: Bob Hite (news)
The Joe Palooka Story (Joe Kirkwood & Cathy Downs)	WABD 7pm	Joe's Safari - with regulars & Laurette Luez, Ed Colmans, Woody Strode, Ike Jones, Charles Victor; (O) by Edwin V. Westrate & Dean Reisner; (SD)
STAGE SHOW (Dorsey Brothers)	CBS 8pm	Jackie Miles (C), The Dunhills (D), the Beachcombers (S), Tulara Lee (D); kill: Georgia Gibbs (S); add: Helen O'Connell (S)
SATURDAY NIGHT REVUE	NBC 9pm	George Jessel subs for Eddie Albert; Jerilynn Jessel, "Vampira" (Myla Nurmi) & regulars (FROM HOLLYWOOD)

SUNDAY AUGUST 8

FRONTIERS OF FAITH	NBC 1:30	Armour of Light - (O) by Father Urban Nagle; with Ruth Hussey, J. Carroll Naish (FROM H'WOOD, THIS WEEK & NEXT, ONLY)
COLGATE SUMMER COMEDY HOUR	NBC 8pm	The Will Mastin Trio with Sammy Davis Jr. (S), Connie Russell (S), the Gaylords (S), Gene Sheldon (C)
TOAST OF THE TOWN (Ed Sullivan)	CBS 8pm	Audrey Meadows, Jack Whiting (S&D), Mary Small (S), the Carsoni Brothers (acro), The Charlivels (novelty), Stan Fisher (M), Professor Backwards (C), Paul Sydell & Susie (dog act)
ROCKY KING, DETECTIVE (Roscoe & Todd Karns)	DuM 9pm	A Pressing Matter - (O) by Frank Logan; with John Seven, Lillian Schaaf, William Keene, Allan Stevenson, Lucille Pierlot, Carl Harms; (SD)
JANE PICKENS	ABC 9:15	Patti Pickens subs for vacationing Jane Pickens for 4 weeks
THE WEB	CBS 10pm	A Matter of Degree - (O) by Norman Daniels; with Joe Maross, Bert Freed, Georgiann Johnson, Theo Goetz, Jack Warden, Tom Gorman; (SD) by Lela Swift

MONDAY AUGUST 9

Duffy's Tavern (Ed Gardner)	WNBT 7pm	The Roommate - with Veda Ann Borg, Edith Leslie, Mike Romanoff Benny Rubin, Leonard Penn; (SW & SD)
ARTHUR GODFREY'S TALENT SCOUTS	CBS 8:30	Toni Anthony (S), Jack Irwin (S), the pastels (S: Claire Chatwin, Trudy Martin, Jack Brown, Jerry Packer)
TELEVISION RECITAL HALL	NBC 9pm	Maro & Anahid Ajemian (M) (PREMIERE OF NEW SERIES)
VOICE OF FIRESTONE	NBC 8:30	Dorothy Warenskjold (S)
Public Defender (Reed Hadley)	CBS 9pm	Baby for Sale - (O) by William E. Raynor; with John Craven, Glenn Langan, Peggy Maley, Norman Bartold, Jack Daley, Sallie Brophie, Kathleen Mulqueen, Adrienne Marden, Harry Tyler, Betty Finley; (SD)

TALENT SHOWSHEET (more)

MONDAY AUGUST 9 (Cont'd)

ROBERT MONTGOMERY	NBC 9:30	About Sarah Caine - (O) by Eileen & Robert Mason Pollock; with regulars only; (SD) by Grey Lockwood
STUDIO ONE SUMMER THEATRE	CBS 10pm	Sue Ellen - (O) by Carey Wilber; with Barbara O'Neil, Patrick O'Neill, Inger Stevens, Arthur O'Connell, Robert Webber, Christine White, Michael Strong, Josh White, Jr., Evelyn Ellis, John Griggs, Jim Boles; (SD) by Mel Ferber

TUESDAY AUGUST 10

Janet Dean (Ella Raines)	WNBT 8pm	Van Horn Case - (O) by Max Wilk; with Eva Marie Saint, Darren McGavin, Sara Floyd, Charles Thompson, Ginger MacManus, Harrison Dowd, Leora Thatcher, Griff Evans, Lester Lonergan(SD)
ARTHUR MURRAY PARTY (Kathryn Murray)	NBC 8:30	Martha Stewart(S) & Lew Parker(C), Georgie Kaye (C), Tommy Marlowe (D)
SUSPENSE	CBS 9:30	The Iron - (O) by Frank P. DeFelitta; with J. Pat O'Malley;, Ray Walston, Sandy Kenyon, Charles Mendick, Sara Seegar, Sid Raymond, Rebecca Darke, Ronald Dawson
CENTER STAGE	ABC 9:30	Desdemona Murder Case - (O) by Joseph Schull; with Martha Scott, Rex Thompson, Donald Woods, Vinton Hayworth, Russell Hardie, Mason Adams, Joey Fallon; Dir by Henry Kaplan
DANGER	CBS 10pm	A Handful of Salt - (O) by Basil Burwell; with Eva Gabor, Berry Kroeger, David Stewart, Cullen Desmond, Leslie Barrett
THE BLUE ANGEL (Orson Bean)	CBS 10:30	Polly Bergen (S), Jonathan Winters (C), Martha Davis & Spouse (S&M)

WEDNESDAY AUGUST 11

Range Rider (Guy Madison)	WNBT 6pm	New Ghost Town - with regulars & Tom Steele, Ted Stanhope, John Carpenter, Norman Bishop; (SW & SD)
RED SKELTON	CBS 8pm	Gloria DeHaven(S), The Mary Kaye Trio (S), N.Y.C. Ballet Co.
KRAFT TELEVISION THEATRE	NBC 9pm	Charm Bracelet - (O) by Helen Cotton; with Joanna Roos, Frank Overton, Louis Hector, Shirley Grayson, Una O'Connor, Doris Rich, Allan Collins, Ann Flood, Regina Wallace; (SD)
Douglas Fairbanks	WNBT 10:30	Second Wind - with Michael Shepley, Nora Swinburne, Tim Turner; (SD) by Leslie Arliss

THURSDAY AUGUST 12

MELODY TOUR	ABC 8pm	Robert Rounseville (S) & regulars
JUSTICE (Westbrook Van Voorhis)	NBC 8:30	The Coney Island Mystery - (O) by Andrew J. Russell; with Dane Clark, Fredd Wayne, Charles Randall, Will Kuluva, Pamela Rivers, Wallace Rooney, John Boruff, Victor Thorley; (SD)
KRAFT TELEVISION THEATRE	ABC 9:30	The Bishop Misbehaves - (O) by Frederick Jackson, (A)-(SW); with Bramwell Fletcher, Nydia Westman, William Whitman, Frederic Tozere, Harry Bellaver, Anthony Kemble Cooper, Joyce Ash, Tom Martin, Felix Deebank, Colette Lyons; (SD)
THE TELLTALE CLUE (Anthony Ross)	CBS 10pm	Puzzle for a Fool - (O) by Sid Edelstein; with cast to be announced; (SD)
THE MARRIAGE	NBC 10pm	regulars & William Redfield; (SW & SD, COLOR)

FRIDAY AUGUST 13

THE STRANGER (Robert Carroll)	DuM 9pm	(O) by John Gay; with Phyllis Love, Don Briggs, Malcolm Beggs Paul Stevens; (SD)
Schlitz Playhouse	CBS 9pm	Gift of the Devil - (O) by Kenneth Perkins, (A) by Don Martin with Will Rogers, Jr., Sally Fraser, Joan Camden, Oliver Blake, Jack George, Ralph Moody, Leo Curley, Bob Bice, Rodolfo Hoyos, Ralph Neff, John DeSimone; (SD) by Roy Kellino

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY AUGUST 6 THRU FRIDAY AUGUST 13

GEORGE SKINNER	WCBS 9am	M - Charlie the Chimp; W - Lanny Ross (S)
GARRY MOORE	CBS 10am	M - The Dunhills (D), Lorraine D'Essen (animal talent scout); F - Fletcher Peck & Ray Malone (S&D)
HOME	NBC 11am	F (8/13) - Alexandra Danilova (D)
STRIKE IT RICH (Warren Hull)	CBS 11:30	M - Lenny Herman (M), W (9pm) - Tex McCrary & Jinx Falkenburg
BOB CROSBY	CBS 3:30	M thru F - Jack Carson subs for vacationing Bob Crosby(H'D)
Crown Theatre - Gloria Swanson	WABC 6pm	Tu - A Chair on the Boulevard - (O) by Leonard Merrick, (A) by Walter Doniger; with Claude Dauphin, Osa Massen, Henri Letondal, O. Z. Whitehead, Adrienne D'Ambricourt, Martin Berliner, David Leonard, Jean De Briac, Juan Du Val, Harold Dyrenforth, Lucie Carroll; Dir by Walter Doniger; Thu - The Crystal Set - (O) by Bernard Girard, (A) by Richard Dorso; with Charles Winninger, Doris Singleton, Howard Erskine, Harris Brown, Jim Hayward, Arthur Q. Bryan, Al Murphy, Ted Thorpe; Dir by Bernard Girard
Colonel March of Scotland Yard (Boris Karloff)	WABC	Tu (6pm) - The Strange Event at Roman Fall - with Philip Friend, Rachel Kempson, Lionel Murton; W (10pm) - The Silent Vow - with Eric Polmann, Zena Marshall, Anton Diffring, Martin Benson, Carl Jaffe; (SW & SD)
The Files of Jeffrey Jones (Don Haggerty)	WABC 6:30	M - Timber Target - (O) by George Bricker; with regulars & June Vincent, James Seay, Bob Shayne, Eve Whitney, Lee Phelps William Ruhl; W - The Cement Pillow - with John Bromfield, Angela Stevens, Philip Van Zandt, John Alvin, Bobker Ben Ali, Donald Kerr; (O) by Warren Douglas; F - Double, Double Cross- (O) by George Bricker; with Christine McIntyre, Keith Richards, Dale Van Sickle, Joseph Crehan, Emmett Vogan, Duke Taylor; (SD) by George Blair
MAGIC COTTAGE	WABD 6:30	M thru F - Carl White, Philip Truex, Skedge Miller; (SW & SD)
THE WORLD OF MR. SWEENEY (Charlie Ruggles)	NBC 7:30	Tu - regulars & Floyd Buckley, Carol Veazie; W - Al Hopson, Jason Johnson; Thu - Mort Stevens, Sam Schwartz, Janet Fox; F - Charles Eggleston; (SW & SD)

SATURDAY AUGUST 14

SIX O'CLOCK REPORT	WCBS 6:05	kill: Bill Leonard; add: George Bryan (feature)
The Range Rider (Jack Mahoney)	WNBT 6:30	Dim Trails - (O) by Robert Schaefer & Eric Freiwald; with regulars & Harry Lauter, House Peters, Jr., William Fawcett
Mr. District Attorney (David Brian)	WCBS 7pm	Voltaire Perkins, Ken Christy, Eleanor Moore, Sally Fraser, Bill Catching, Madge Cleveland, Jack Jordan, Kenneth MacDonald; (SW & SD)
STAGE SHOW (Dorseys)	CBS 8pm	Lillian Roth (S), Andy Griffith (S), Joey Bishop (C)

SUNDAY AUGUST 15

COLGATE SUMMER COMEDY HR	NBC 8pm	Ronnie Graham (C) & others to be announced
TOAST OF THE TOWN	CBS 8pm	Victor Borge (C&M) subs for Ed Sullivan as host; others to be announced
GOODYEAR TELEVISION PLAYHOUSE	NBC 9pm	Recoil - (O) by A. J. Russell; with Betsy Palmer, Phillip Abbott, Cameron Prud'homme, Jane Moultrie, John Kellogg, Martin Rudy, Arthur Keegan, Peg Hillias; Dir by Jeff Hayden
THE MAN BEHIND THE BADGE	CBS 9:30	Case of the Bouncing Checkbook - (O) by David Harmon; with Milo Boulton, Griff Evans, Jim Millhollin, Anita Anton, Frank Albertson, Kenneth Konopka, Josef Draper; (SD)
THE WEB	CBS 10pm	The Pinball - (O) by Will Schneider & Herm Goldberg; with Don Dubbins, Robert Emhardt, Diana Herbert, Jeff Bryant, Bill Sharon, Joan Mason; (SD) by Lela Swift